

AND DESIGNERS OF COMMERCIAL WORK

A SERIES OF FORTY TWO

ALPHABETS & LETTERS FOR LETTERING

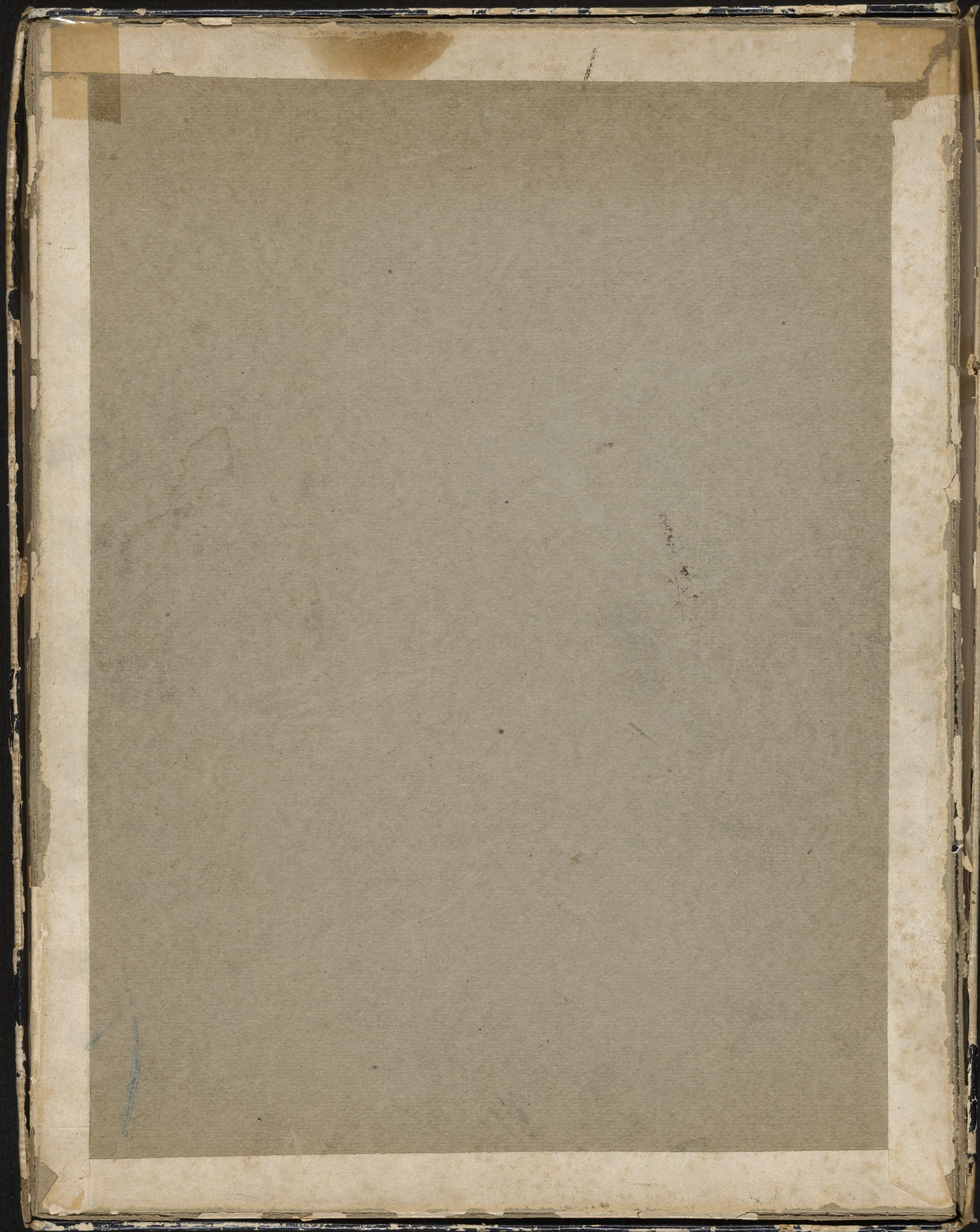
by
HARRY W. JACOBS.
Director
Art Education
Buffalo, N.Y.

**MILTON BRADLEY
CO SPRINGFIELD
MASSACHUSETTS**

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LETTERING FOR STUDENTS

PLATES IN THE ART AND PRACTICE OF



A B C D E
F G I H J K
L M N O P
Q R S T U
V W X Y Z

abcdefghijklmnopqrstuvwxyz

klmnopqrs

tuvwxyz

Los Angeles.

Plate 22

Italic letters

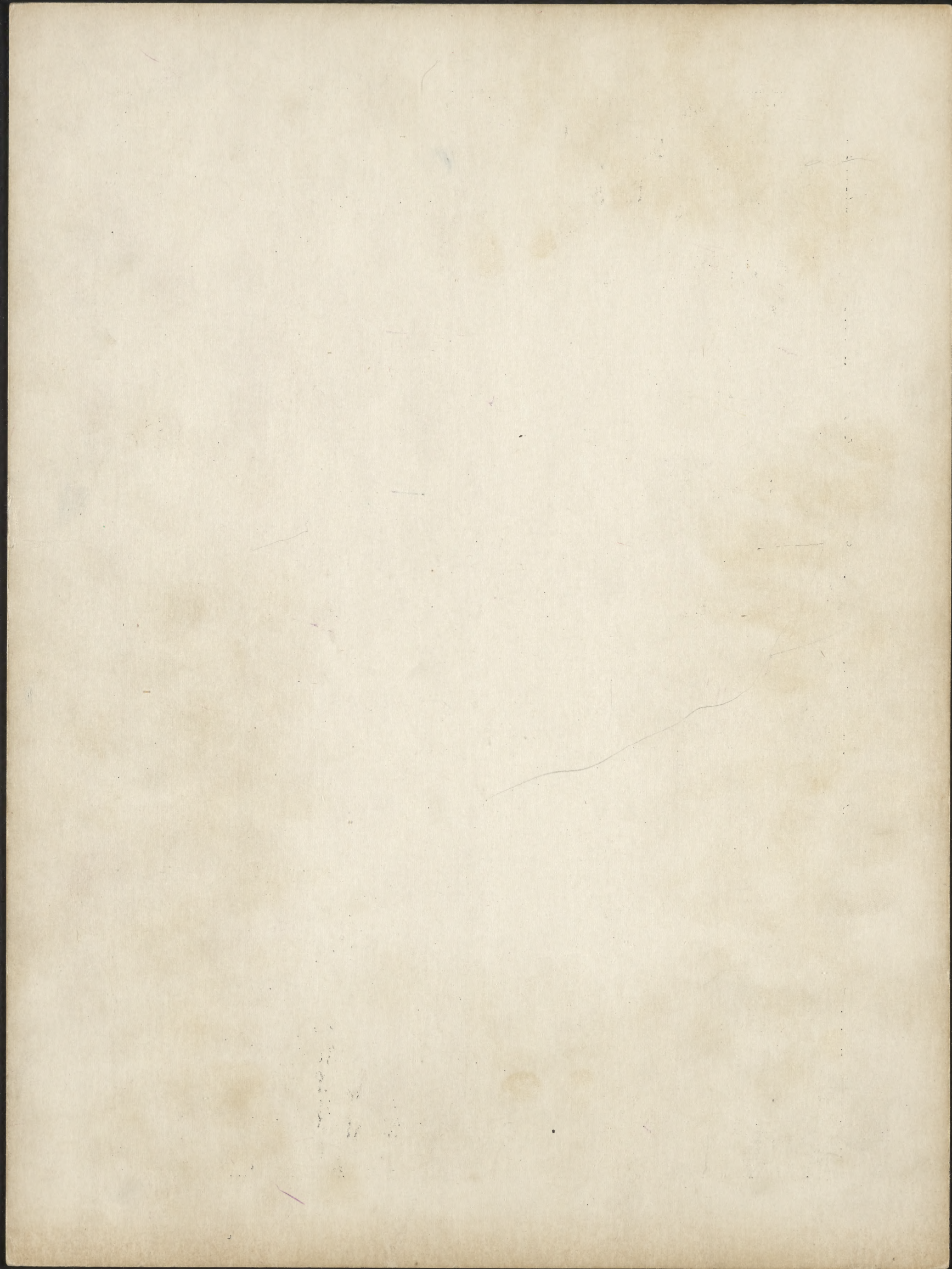
A B C D E
F G I H J K
L M N O P
Q R S T U
V W X Y Z

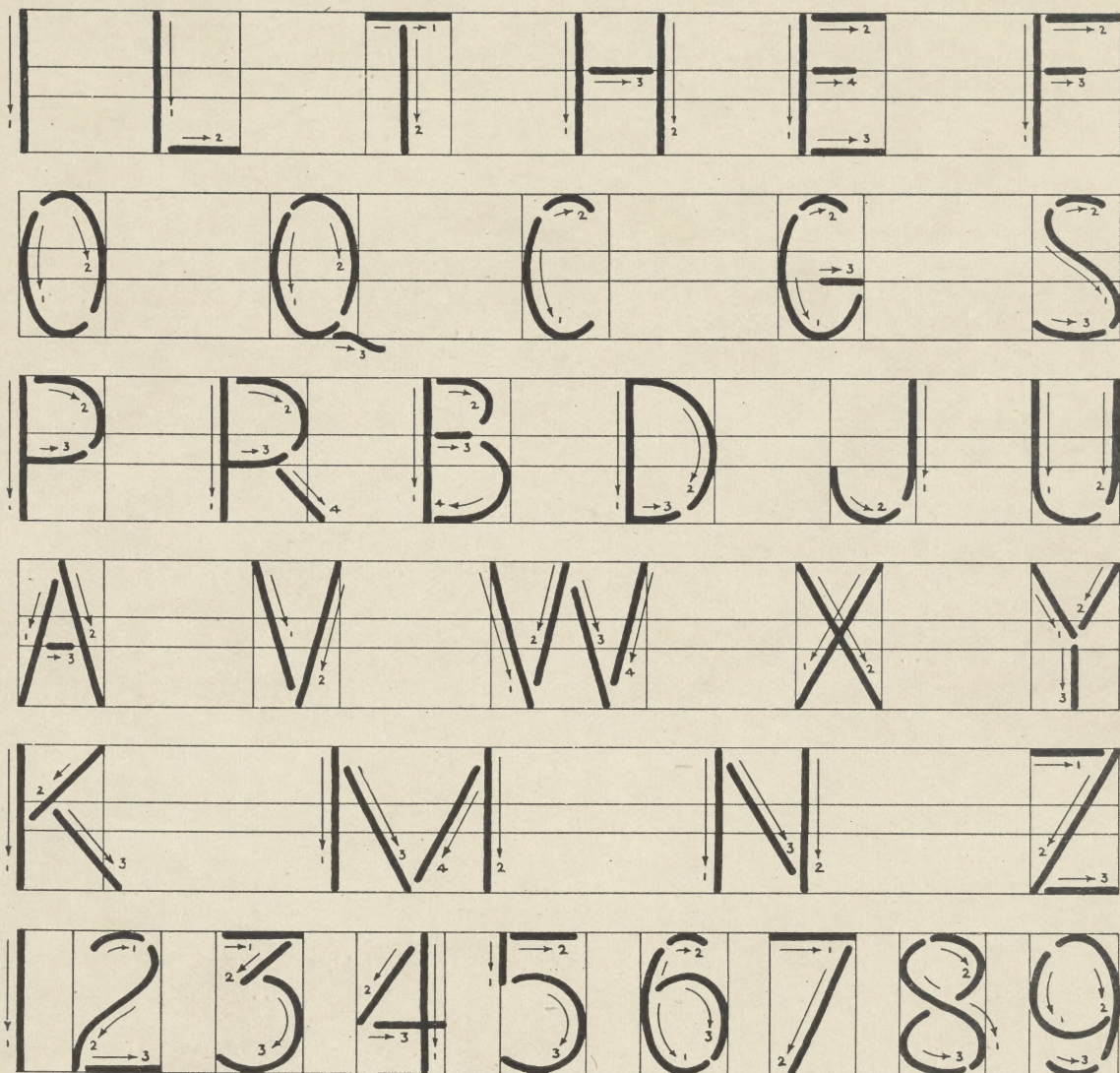
abcdefghijklmnopqrstuvwxyz

Los Angeles.

Plate 22

Italic letters

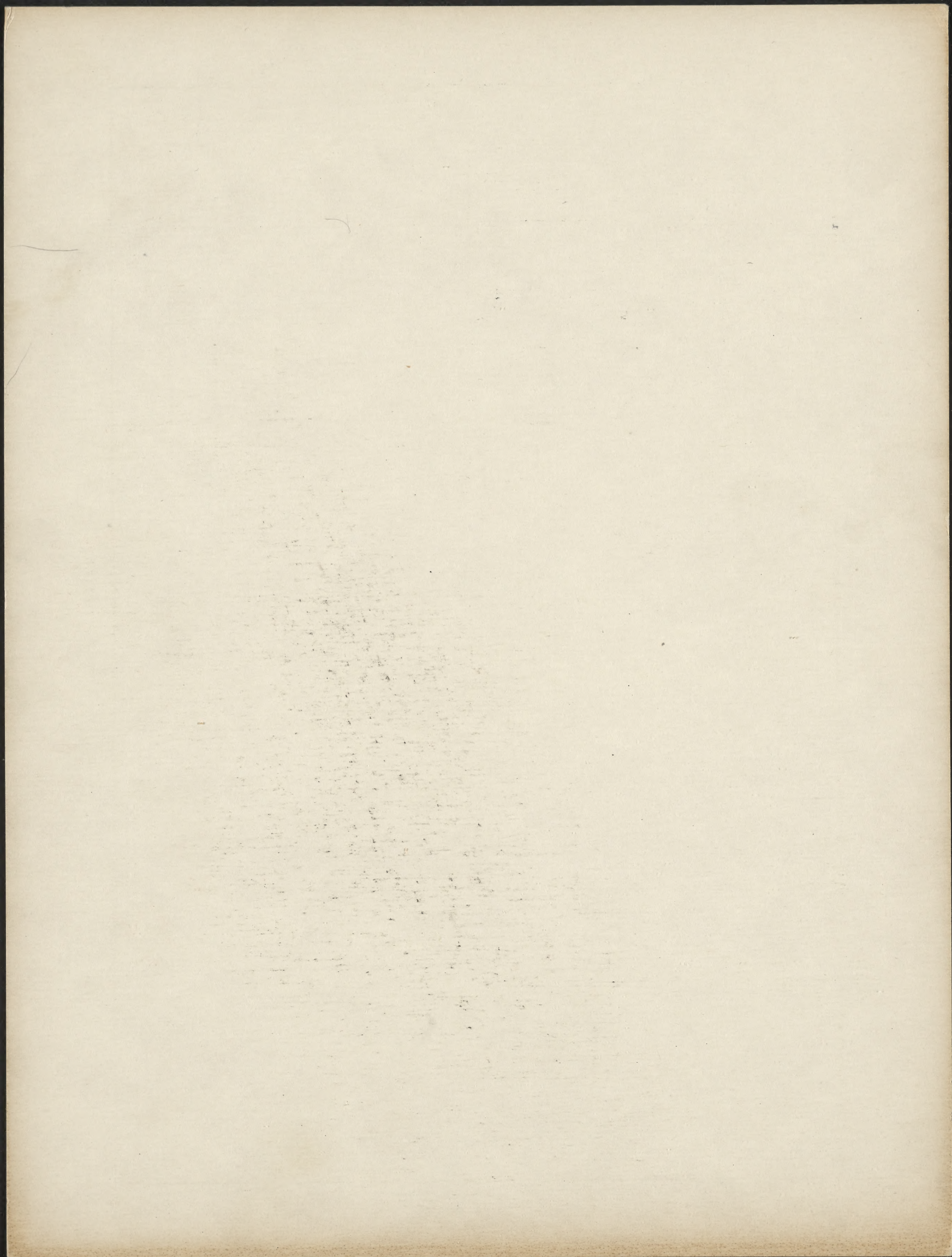




A B C D E F G H I
 J K L M N O P Q
 R S T U V W X Y Z
 PHILADELPHIA.

PLATE I

FORMATION OF LETTERS



A B C D E F G H I

J K L M N O P Q

R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n

& o p q r s t u v w x y z

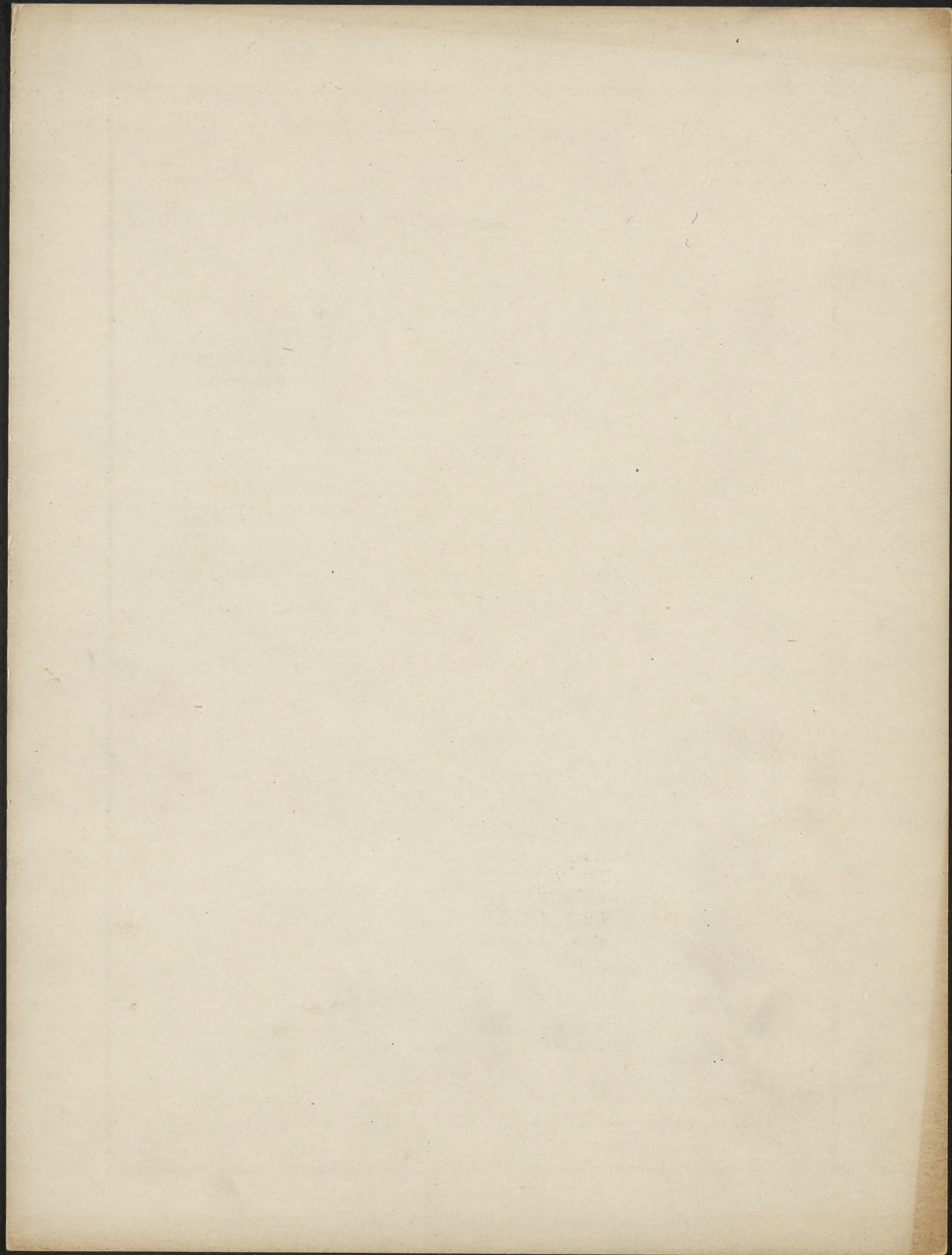
ALPHABET

To be used in mak-
ing posters • titles •
invitations • etc.

FLOWER SHOW
SCHOOL 57

PLATE 2

GOTHIC LETTERS



ABCDEFGHJK
 LMNOPQRST
 UV&WXYZ
 abcdefghijkl
 mnopqrstuv
 | WX.no.3 pen.Y Z |
 1 2 3 4 5 6 7 8 9

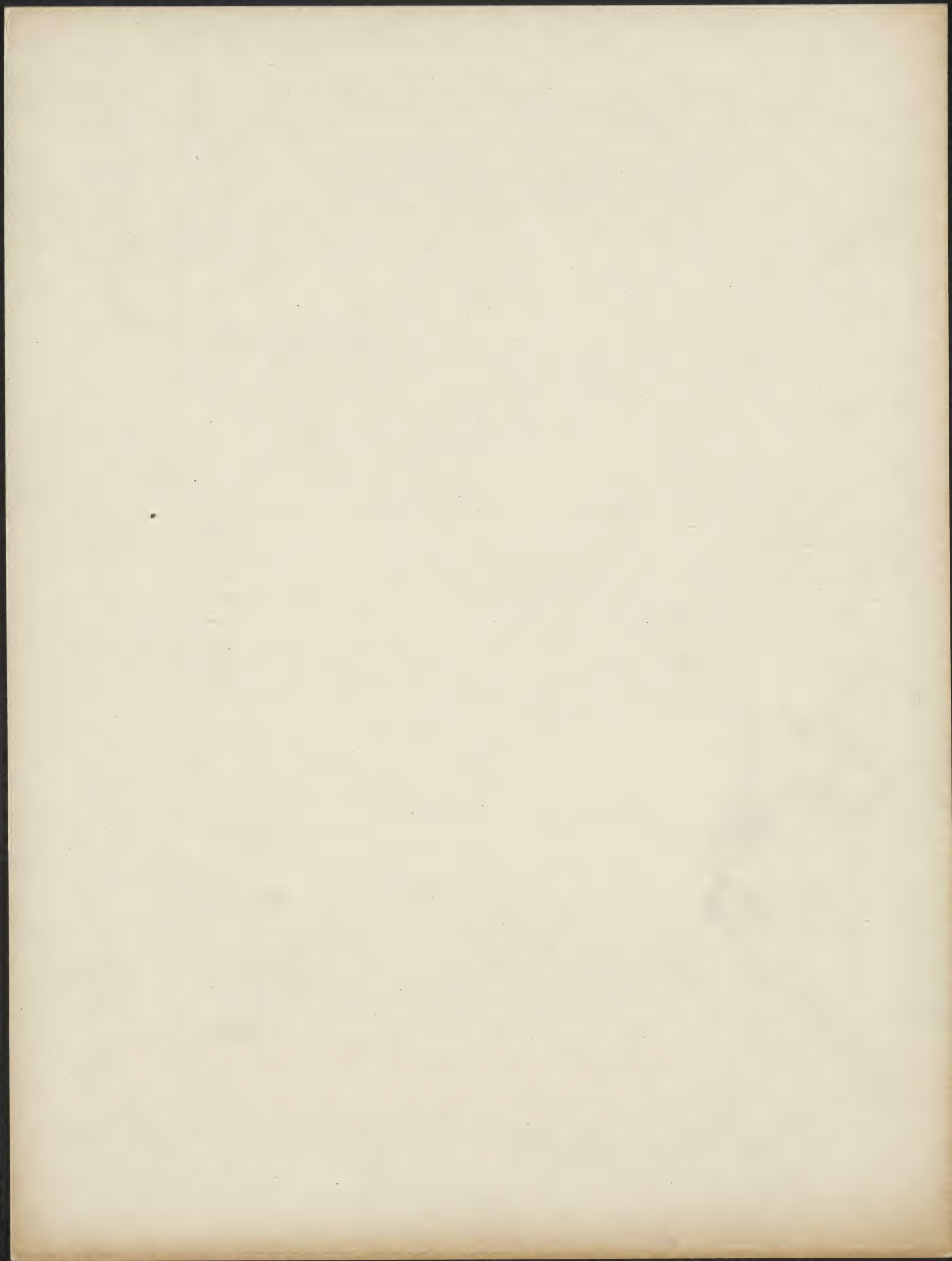
ABCDEF
 GHIJKLM
 NOPORS
 TUVWX
 Y & Z



abcdef
 ghijklmn
 opqrstuv
 WX Z y
 no.1 pen

MADE IN
BUFFALO

PLATE 3 · ROUND NIB PEN LETTERS



FREEHAND LETTERS
FOR PENCIL WORK &
PEN

CAPITALS

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

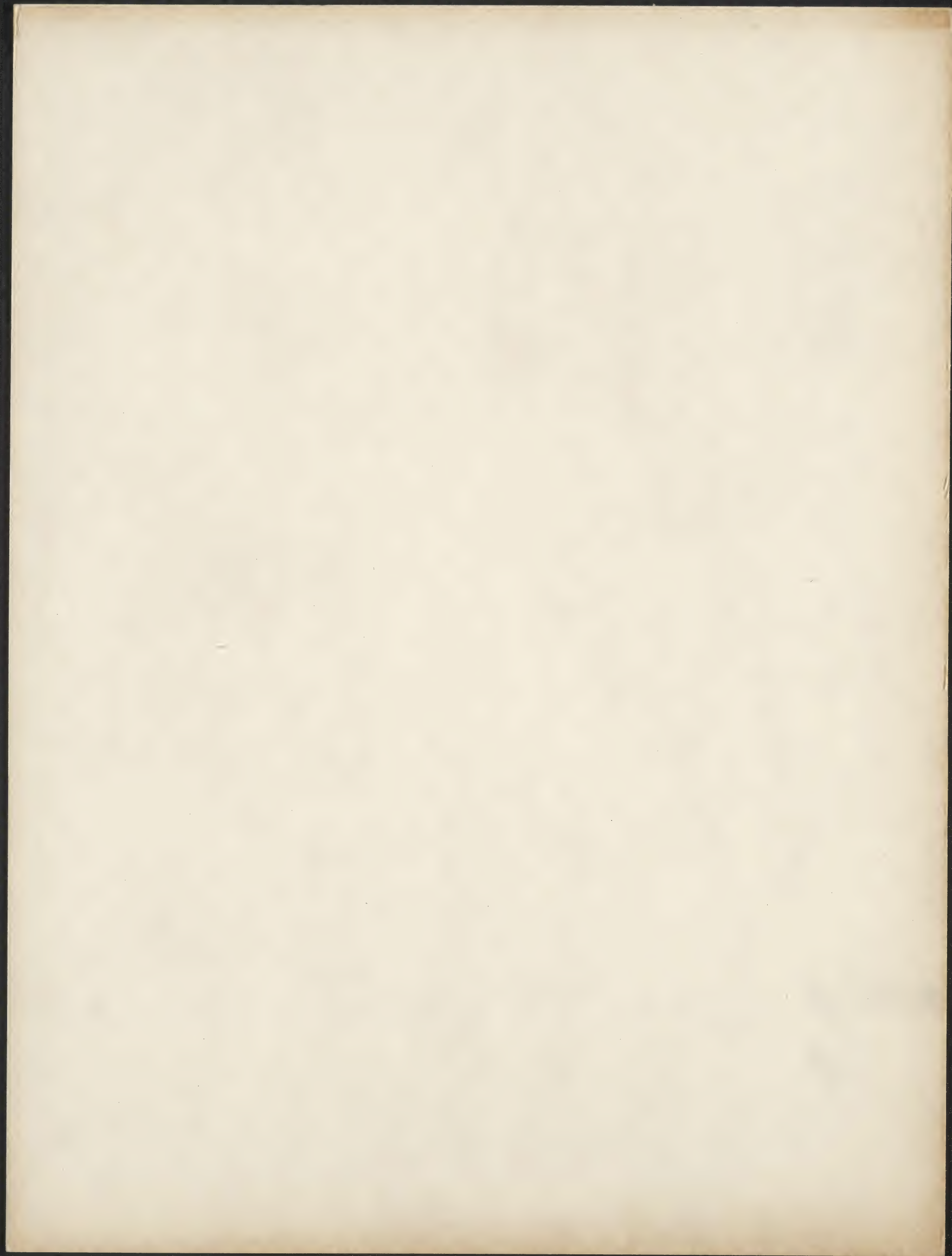
Small Letters

a b c d e f g h i j k l m n o p q r s t u v w x
y z

1 2 3 4 5 6 7 8 9 0

THE ELM SCHOOL

You are invited to the
GRADUATION
Friday June third. 2 P.M.



IIII IIII IIII IIII (((())))
 U U U U U U O C C U P
 R B S I H L E N M A I
 V W X Y Z & 2 5 I

PRACTICE STROKES

I H L F E T N K M I
 A V W X Y Z O Q I
 C G D U U P B S 8
 3 4 6 9 2 7 5 2 3

a b c d e f g h i j k l m n o p i
 q r s t u v w x y z

Vertical gothic letters are
used by draftsmen

A CIVIC CENTER PLAN
 FOR
 CHICAGO



IIII IIII WV WVV CCC
DDD IHLEFTNMAM
OCGDPRSE 3857
aiaibc defcgghhijo
kmmppqrstuvxyz

AS PRACTICE STROKES

ABCDEFGHIJ
 KLMNOPQRS
 TUVWXYZ

abcdefghijklmnopqr
 stuvwxy15721z

12345678901

Used by draftsmen, the slope
 is to the proportion of 2 to 5,
 an angle of 68° plus.

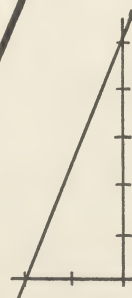
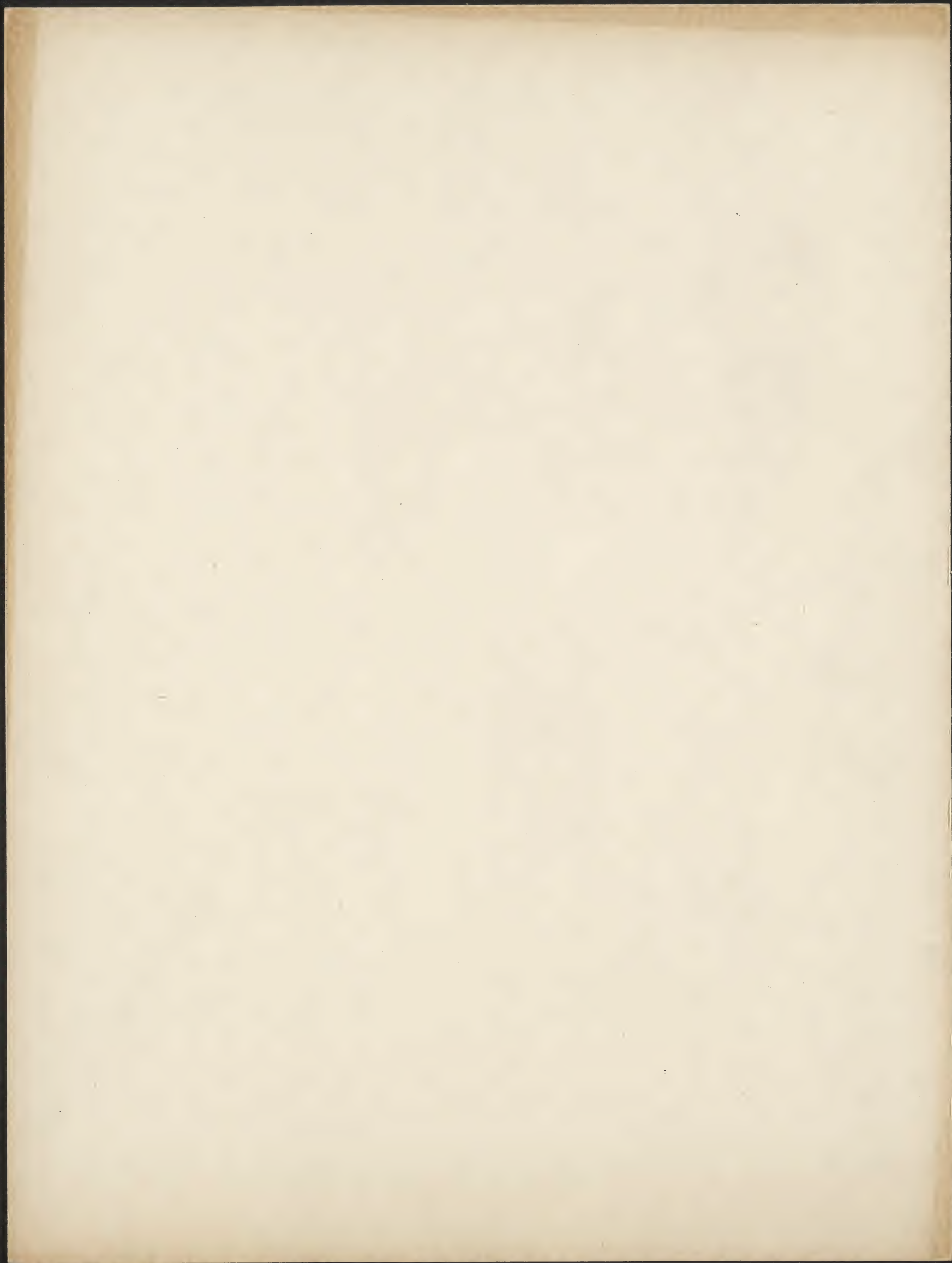


PLATE 6

INCLINED GOTHIC



ROMAN LETTERS



STAGES OF CONSTRUCTION
① SKETCH. ② TRUEING OF THE LETTER. ③ OUTLINE AND FILL IN. ④ FINISHED LETTER.

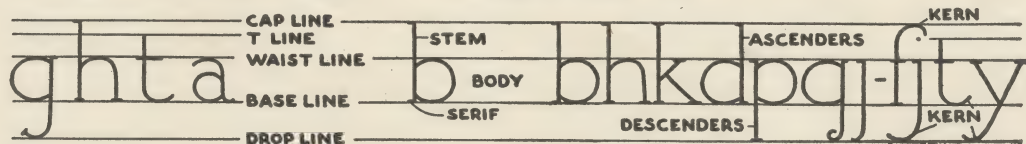
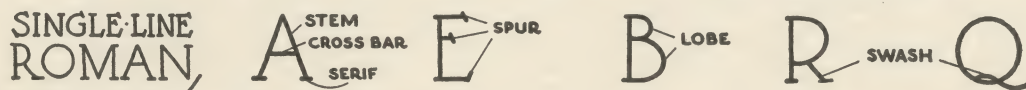
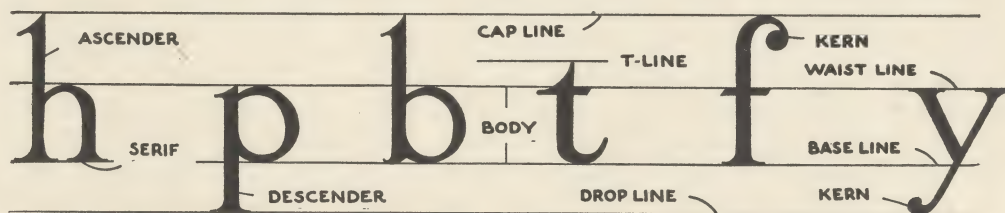


VARIETY IS GAINED BY CHANGING THE THICKNESS OF THE STEMS, SERIFS CROSS BARS AND HAIR LINES.

CORRECT SPACING DEPENDS UPON THE BACKGROUND AREAS BETWEEN THE LETTERS,

THESE AREAS MUST BE MADE TO APPEAR EQUAL IN ORDER TO GIVE THE DESIRED EFFECT,

LETTER SPACING IS NOT A MECHANICAL PROBLEM BUT DEMANDS CRITICAL JUDGEMENT ON THE PART OF THE WORKER,



abcdefghijklmnopqrstuvwxyz&j



a b c d e
f g h i j k
l m n o p
q r s t u
v w x y z

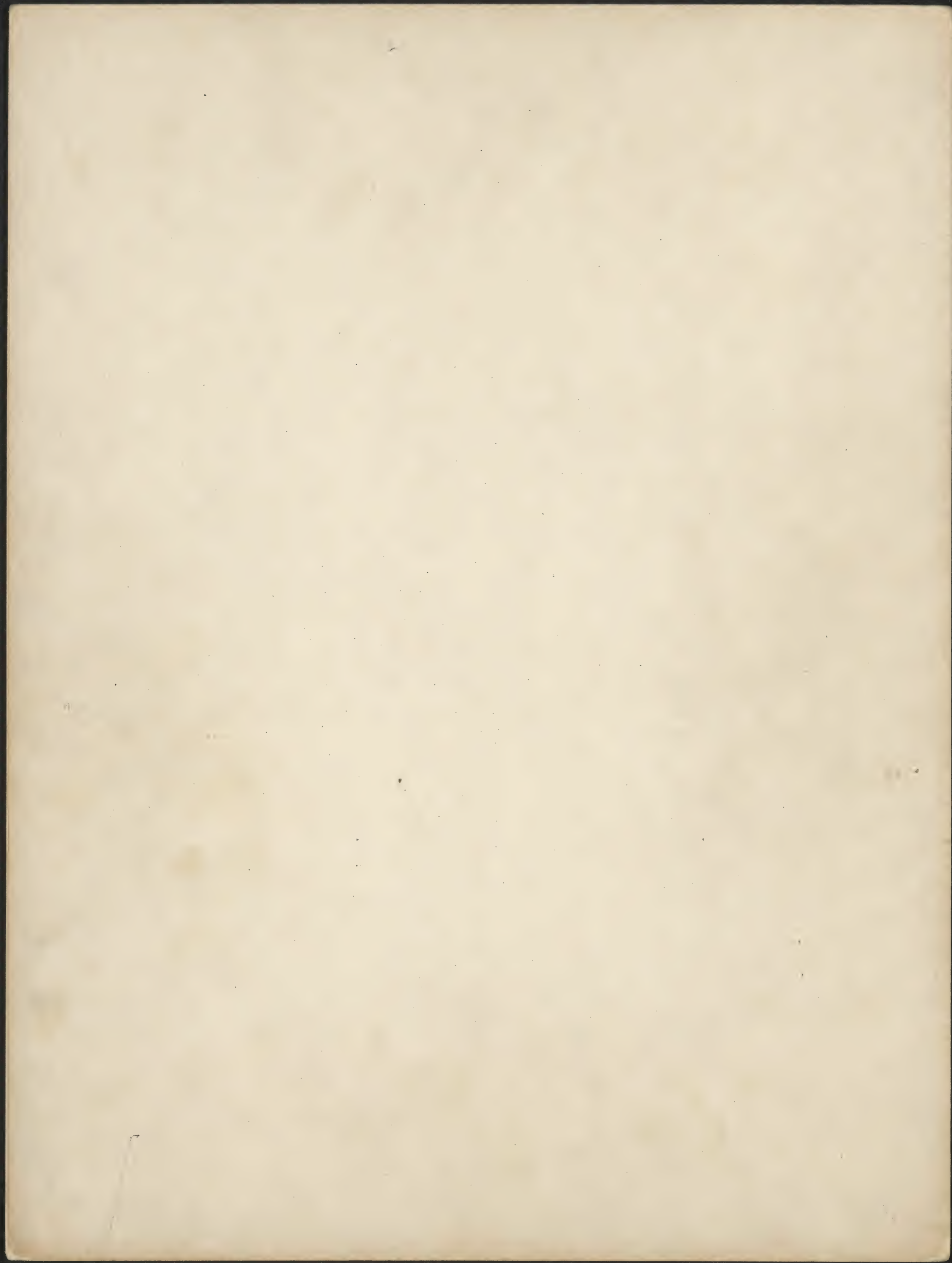
PLATE 9 · ROMAN SMALL LETTERS
FOR CAPITALS SEE PLATE 8.



A B C D E
F G H I L M
N I J K T O
P S Q R U
V X Y W
Z



PLATE 10. MODERN ROMAN LETTERS

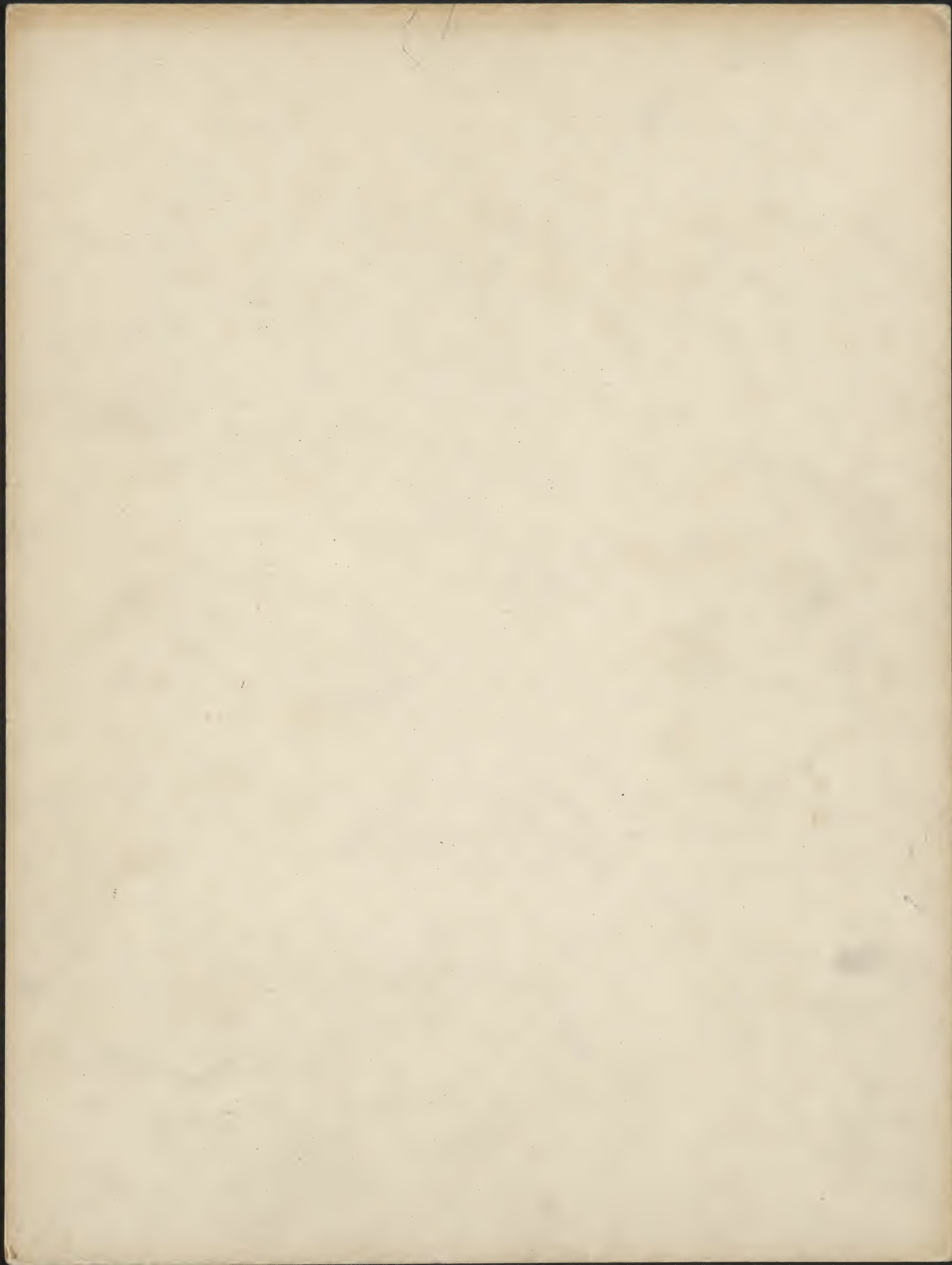


A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y
& Z
DALLAS

PLATE II.

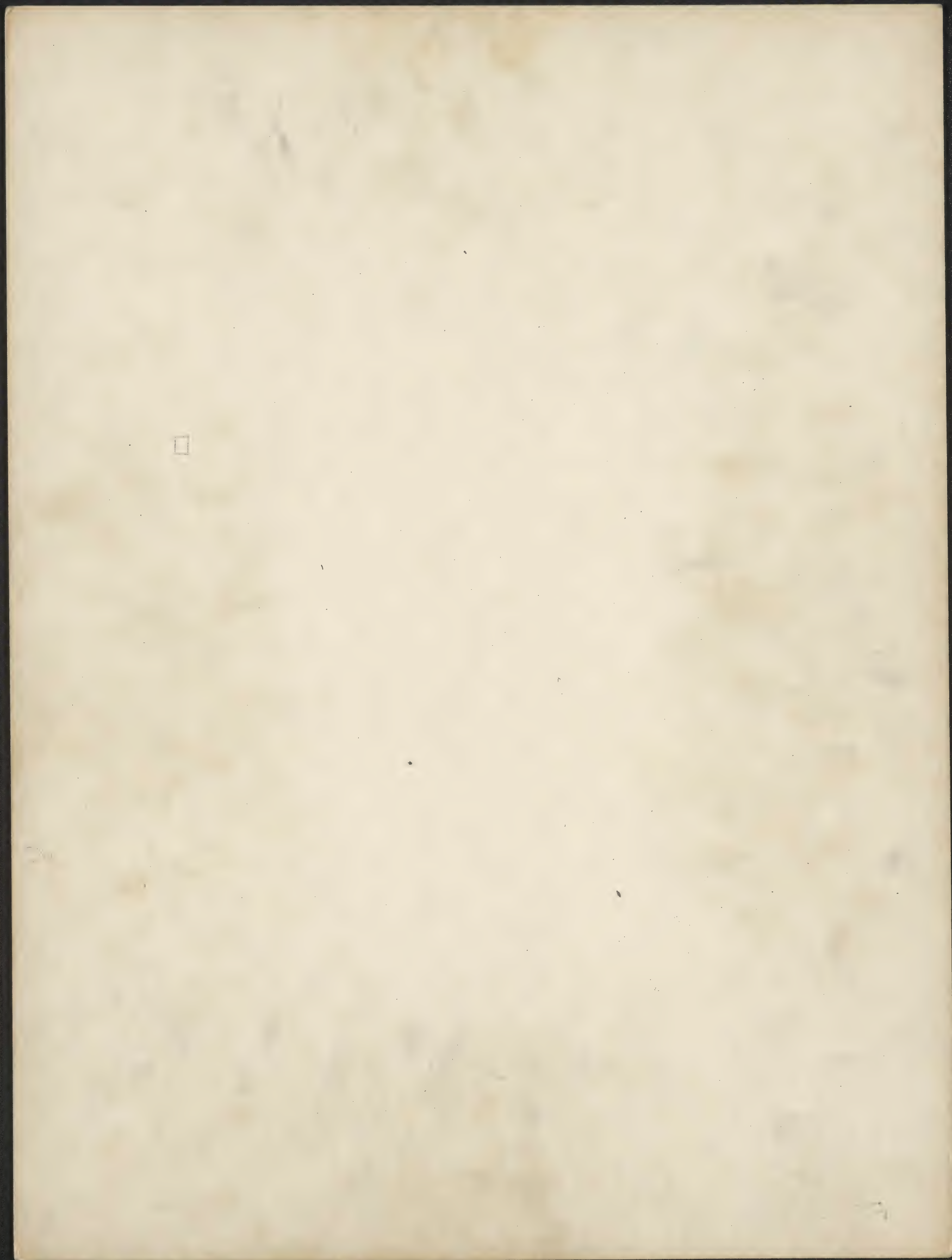
ROMAN LETTERS

FOR SMALL LETTERS SEE PLATE TWELVE



A B C D E F
G H I W P L
K R O O Q N
S V X J Y T
Z a b c d e U
f g h i j k l m n
o p q r s t x y z

Milwaukee



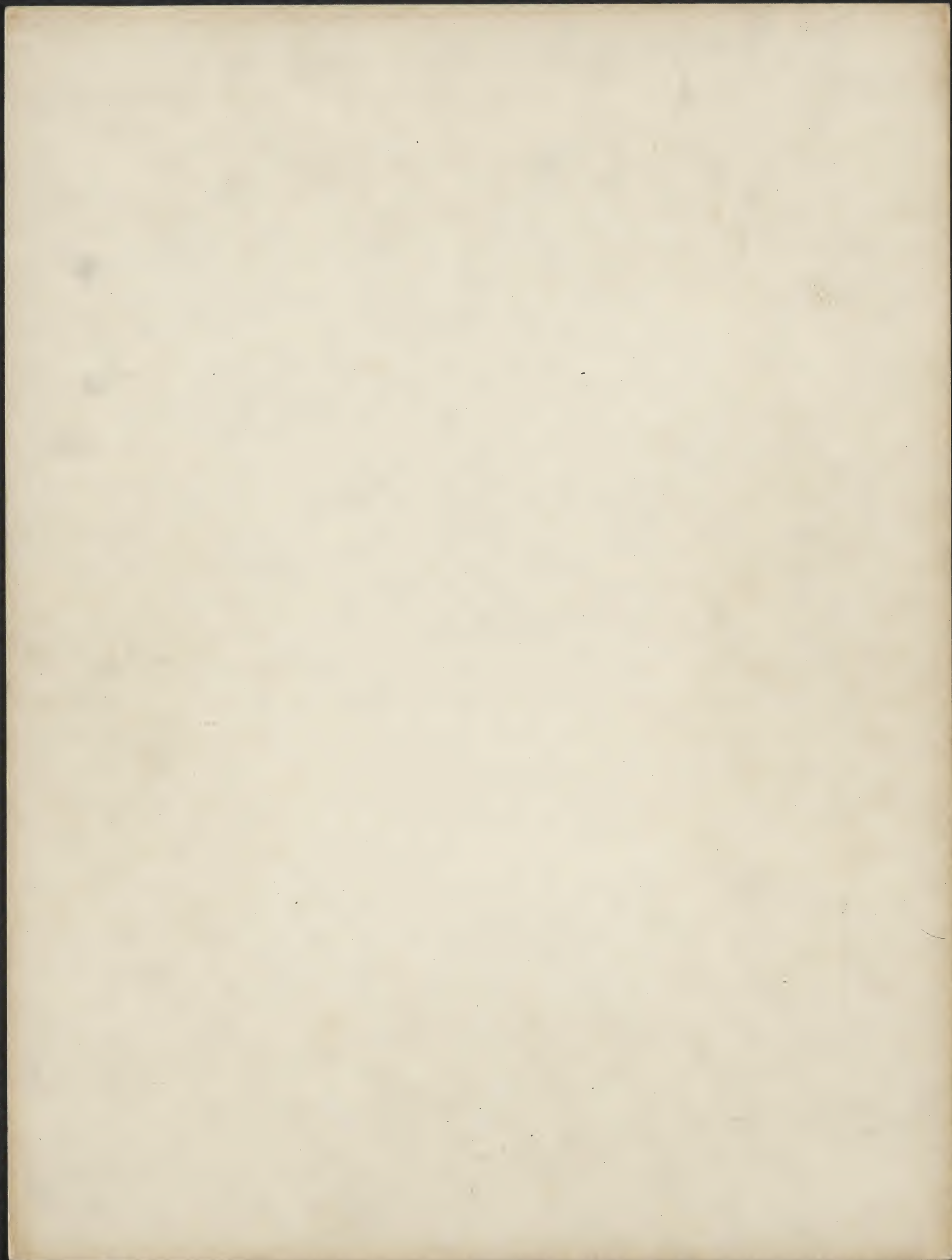
A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

ATLANTA

PLATE 14

MODERN GERMAN

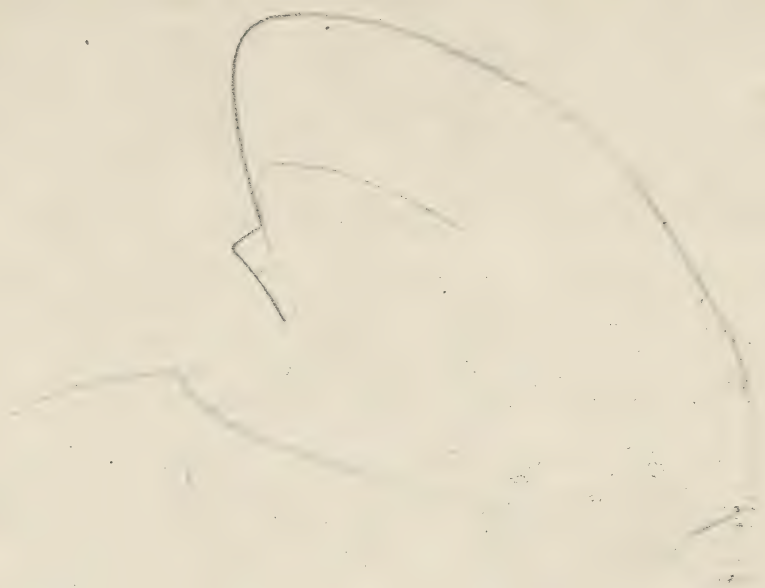


A B C D E F G
H I J K L M N
O P Q R S T
U V W X Y 1
2 3 4 5 Z 6 7 8 9

a b c d e f g h i
j k l m n o p q
r s t u v w x .
y z

DETROIT

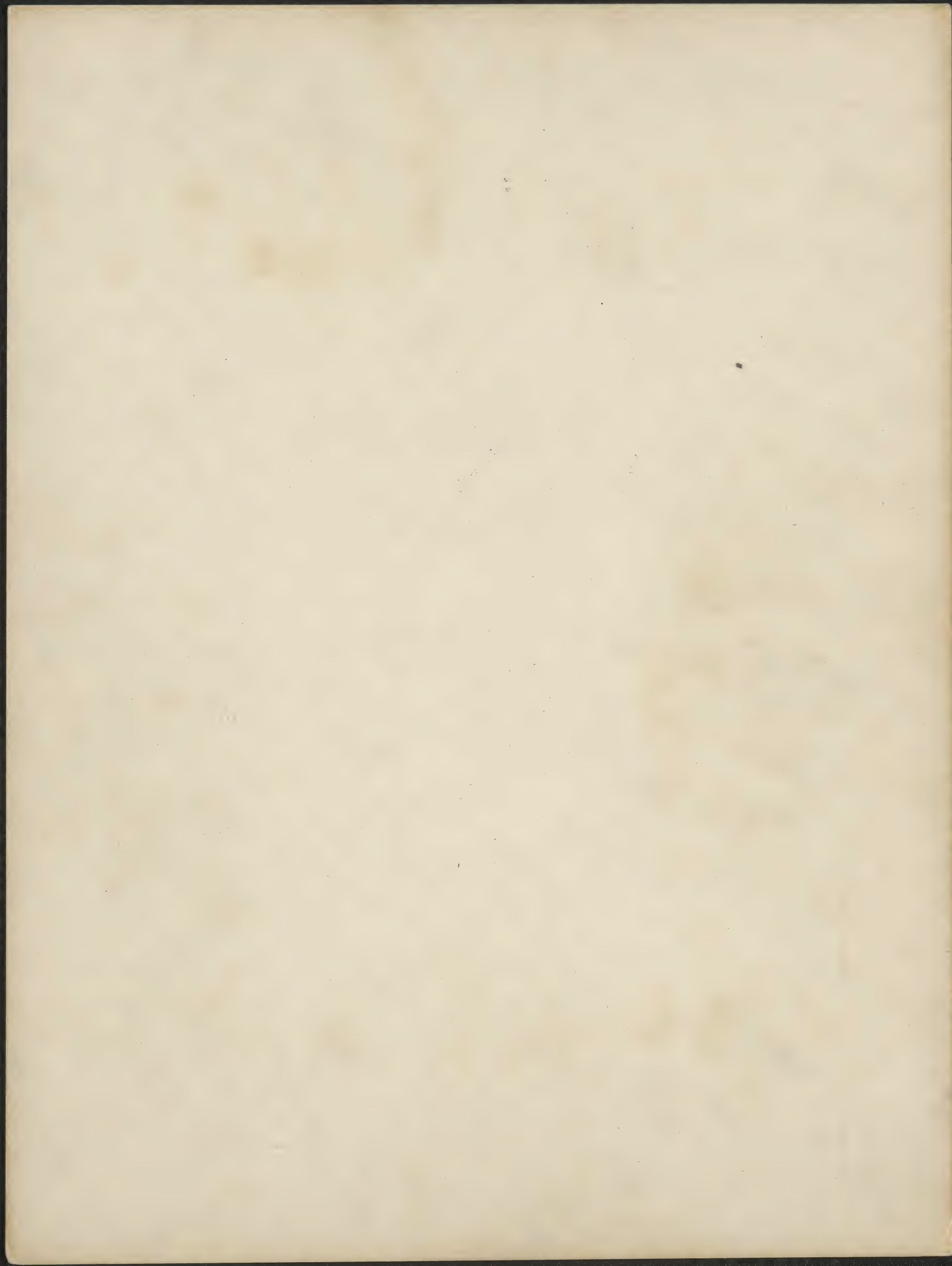
Plate 15. modern letters



A B C D E
F H G I K
L M N O P
Q R S T U
V W X Y Z

NEW
ORLEANS

PLATE 16. MODERN ROMAN LETTERS



A B C D E

F G H I J K

L M N O P

Q R S T U

V W X Y Z

a b c d e f g i

h j k l m n o p.

q r s t u v w y.

x AKRON z



A B C D
E F G H I
J K L M
N O P Q
R S T U V
W X Y Z

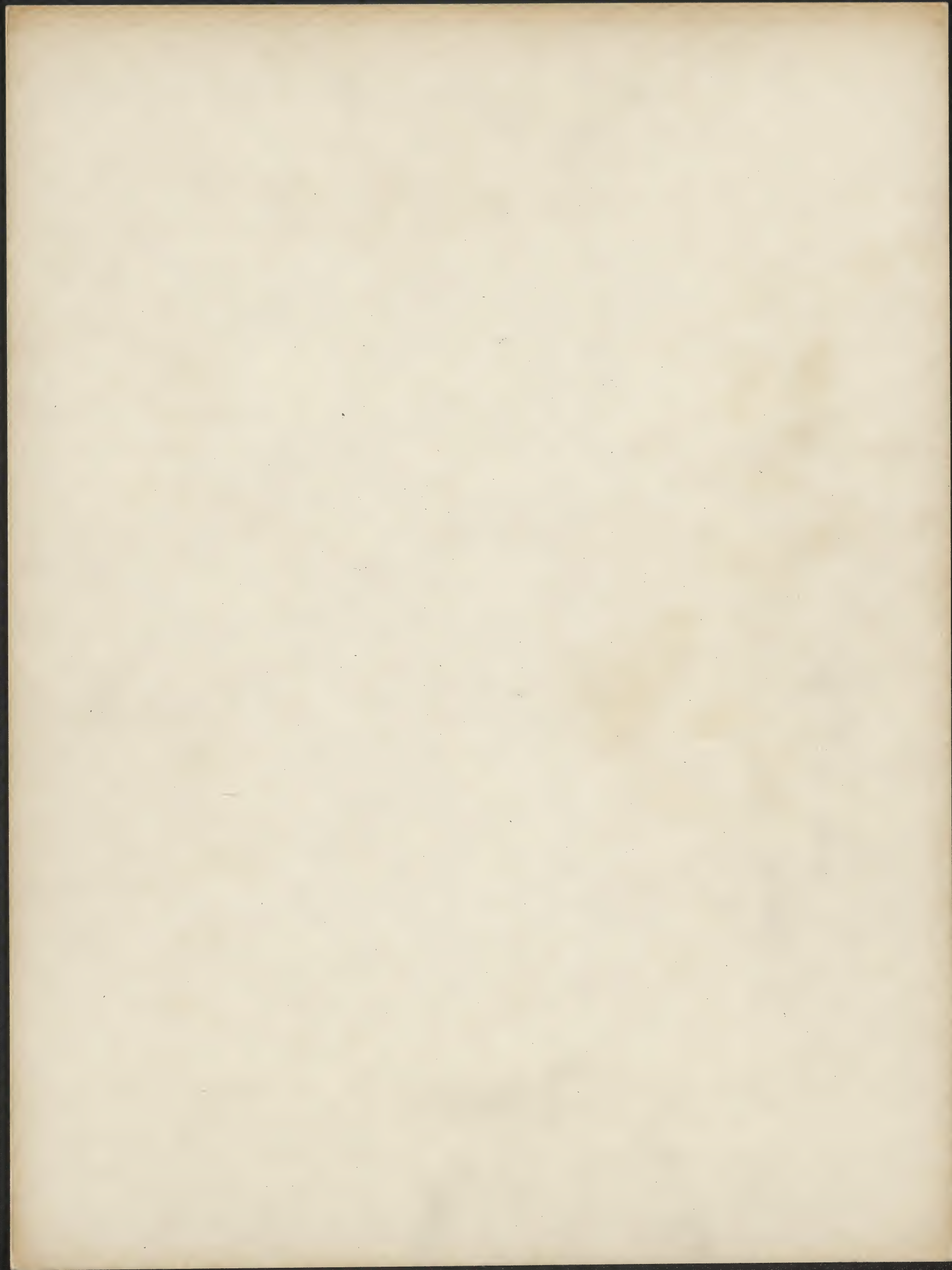
SALEM

PLATE 18 MODERN POSTER



a b c d
e f g h i
j k l m
n o p q
r s t u v
w x y z

PLATE 19 SMALL LETTERS
FOR CAPITALS SEE PLATE 18.

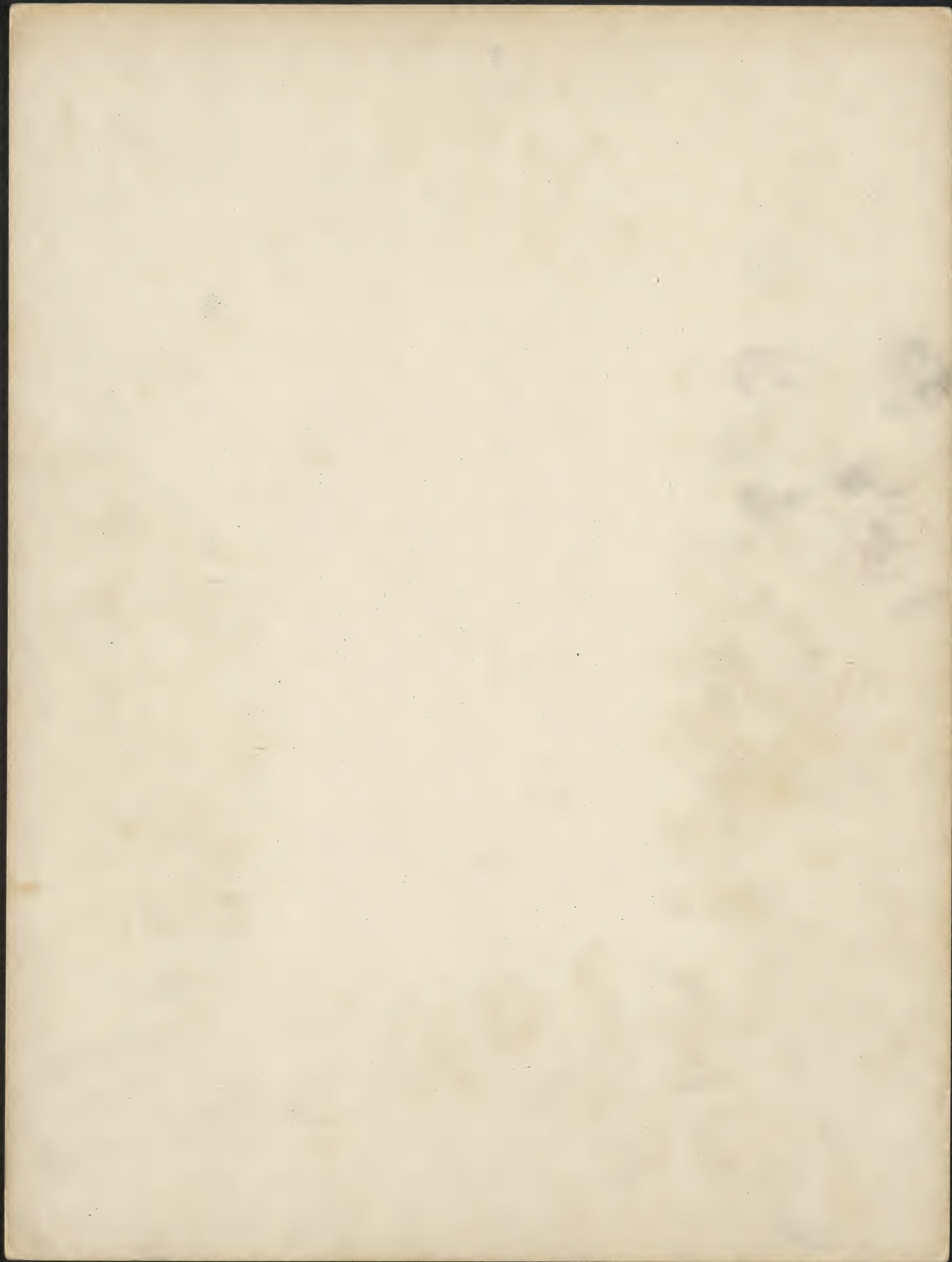


A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z

1 2 3 4 5 6 7 8 9

AKRON
O H I O

PLATE 20 ITALIC LETTERS



a b c d e
f g h i j k l
m n o p q
r s t u v
W X y Z

Plate 21 italic letters
capitals on plate 20.



A B C D E F
G H I J K L
M N O P Q
R S T U V
W X Y Z &
a b c d e f g h
i j k l m n o p q r s t
v x u y y w z



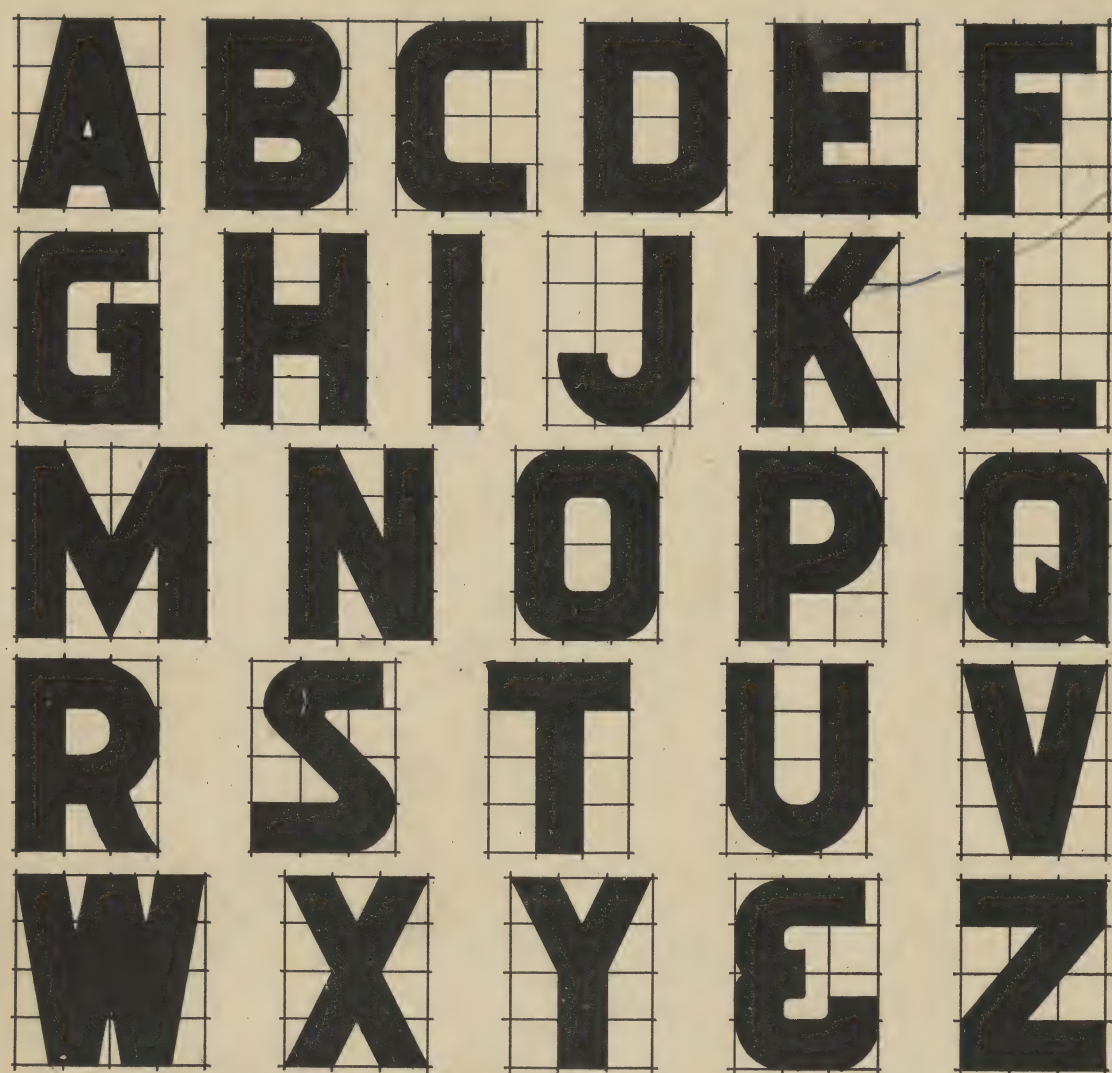
A B C D E F G H
I J K L M N O P S
Q R T V U V W &
X Y Z

a b c d e f g h i j k
l m n o p q r s t u
v x w y z
1 2 3 4 5 6 7 8 9

A SUBVRBAN
HOUSE AND
GARAGE AT
ROCHESTER

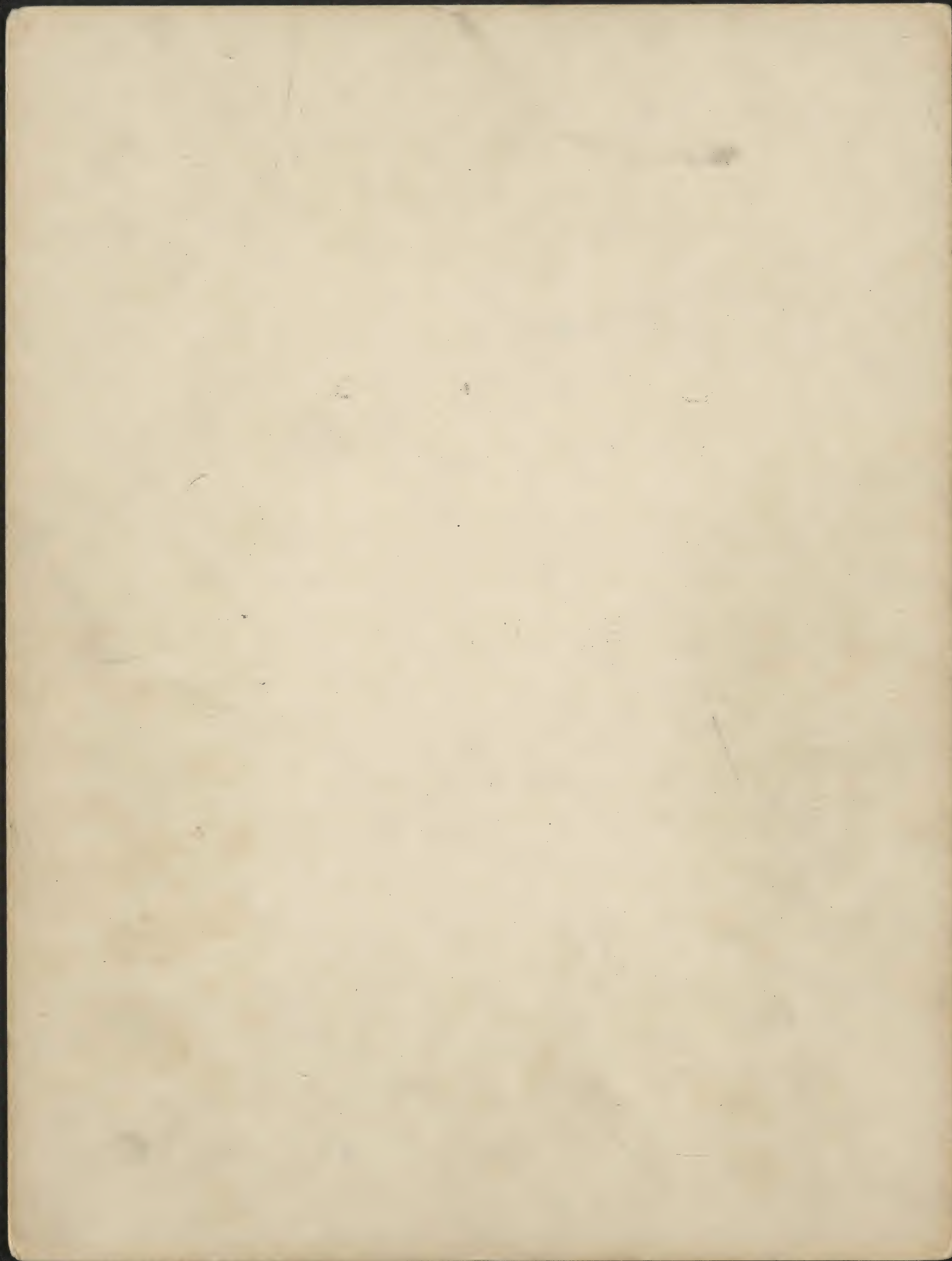
PLATE 24 ARCHITECTVRAL LETTERS





FURNITURE
AT
GRAND
RAPIDS

PLATE 25. DESIGNED ON SQUARED PAPER

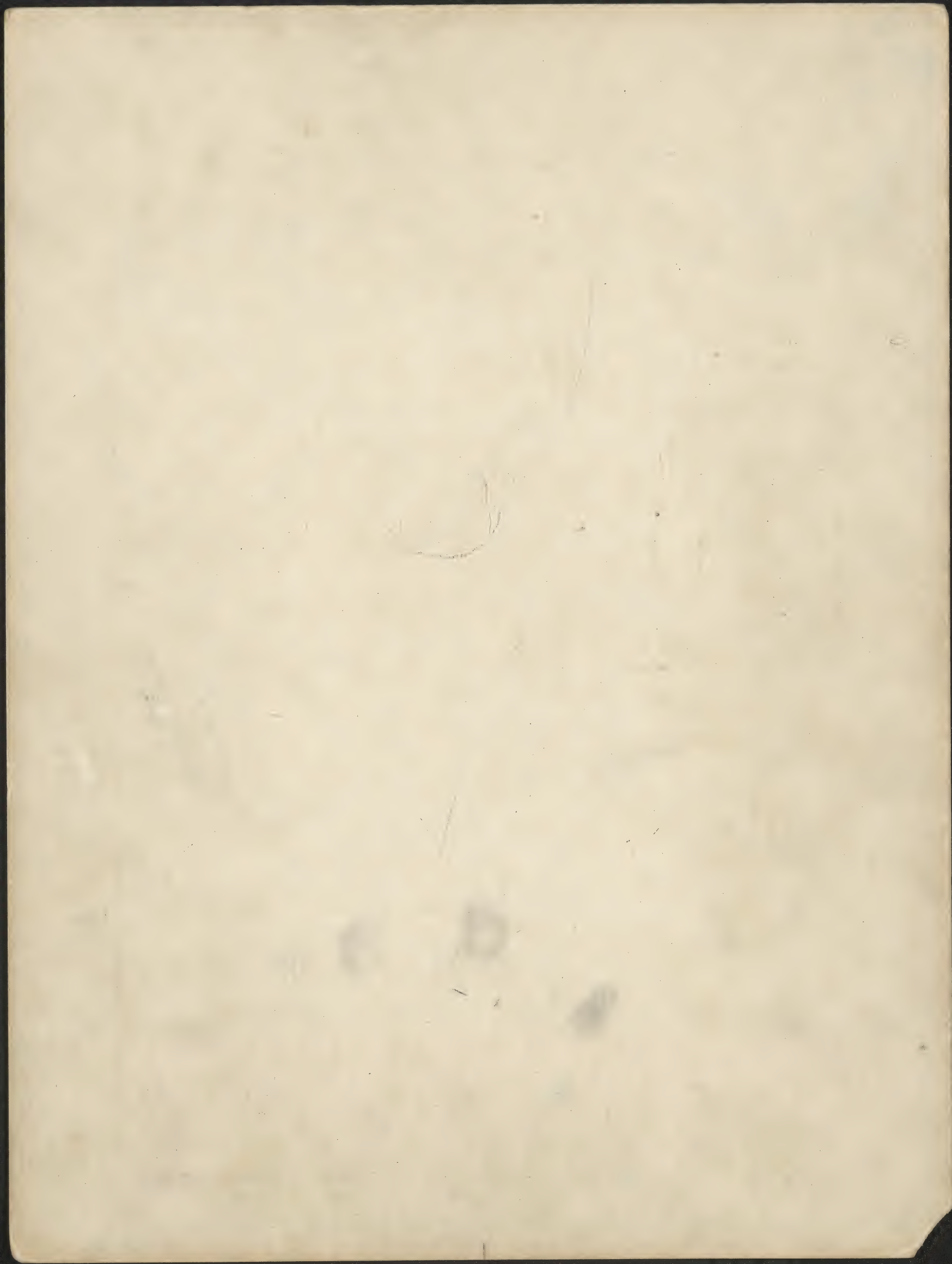


A B C D E
F G H I J K
L M N O P
Q R S T V
W X Y Z

THIS FORM OF
LETTER CAN BE
ADAPTED TO
COMMERCIAL
PURPOSES

CLEVELAND

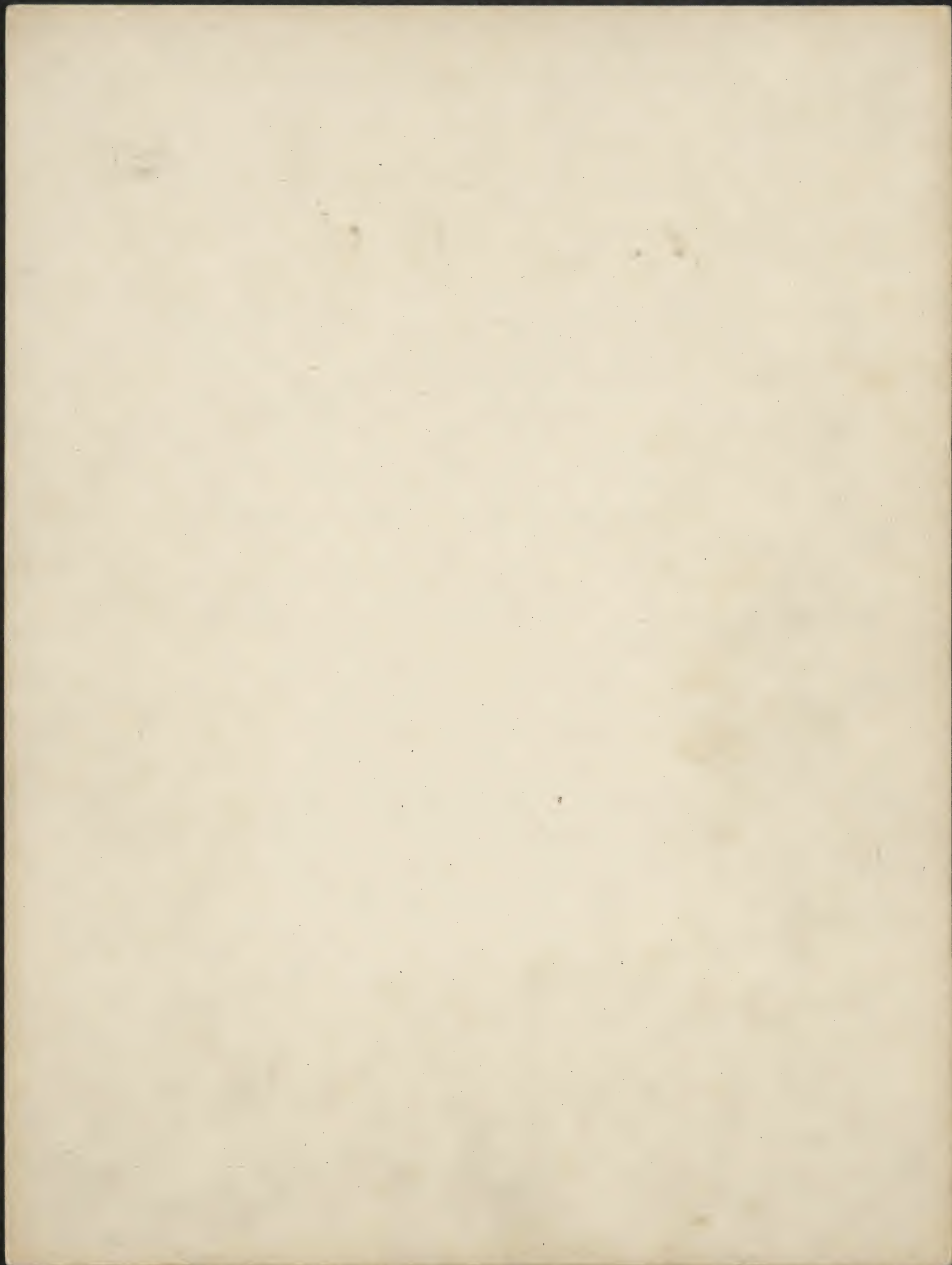
PLATE 27. AMERICAN LETTERS



A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z

A
STENCIL
FORM OF
LETTER
.
TOLEDO
OHIO

PLATE 28 STENCIL LETTER



A B C D E F G

H I J K L M N

O P Q R S T

U V W X Y Z

a b c d e f g

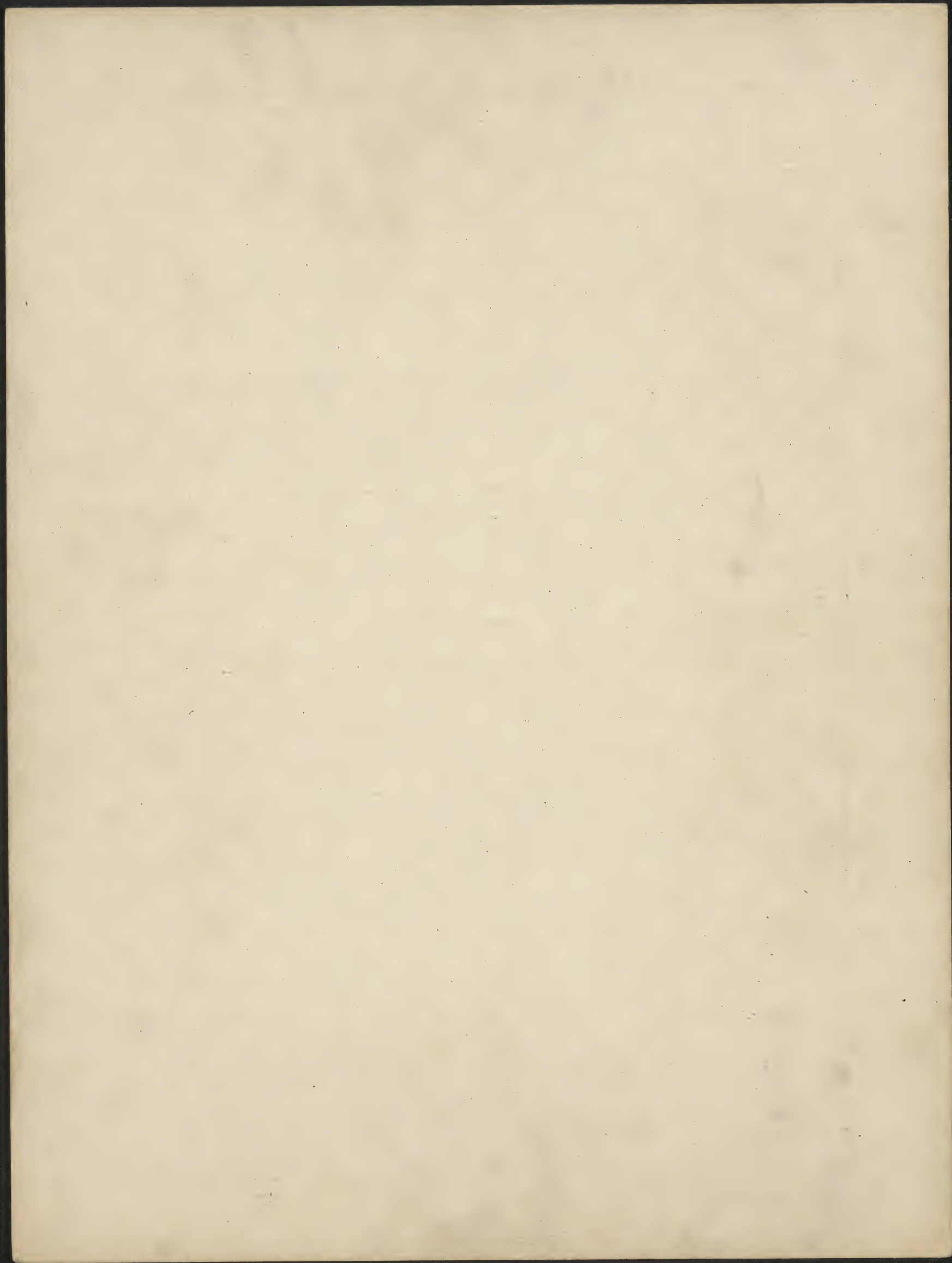
h i j k l m n . o

p q r s t

u v w x y z

Des Moines

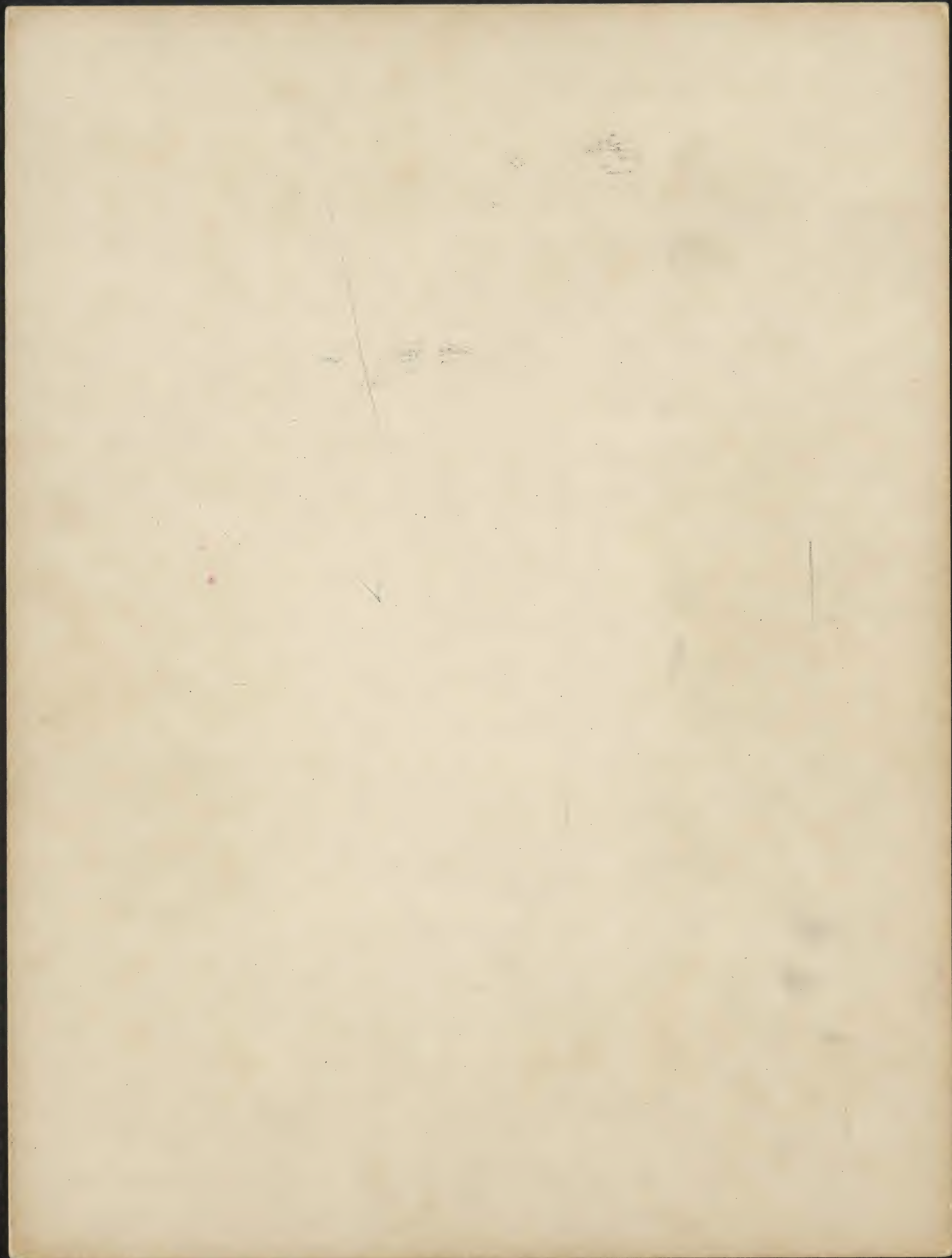
PLATE 29 MODERN POSTER



A B C D E
F G H I J
K L M N O
P Q R S T
U W V
X Y Z

MARSHALL
FIELD CO.
GOLF
MATERIAL
FIFTH
FLOOR

PLATE 30 MODERN POSTER

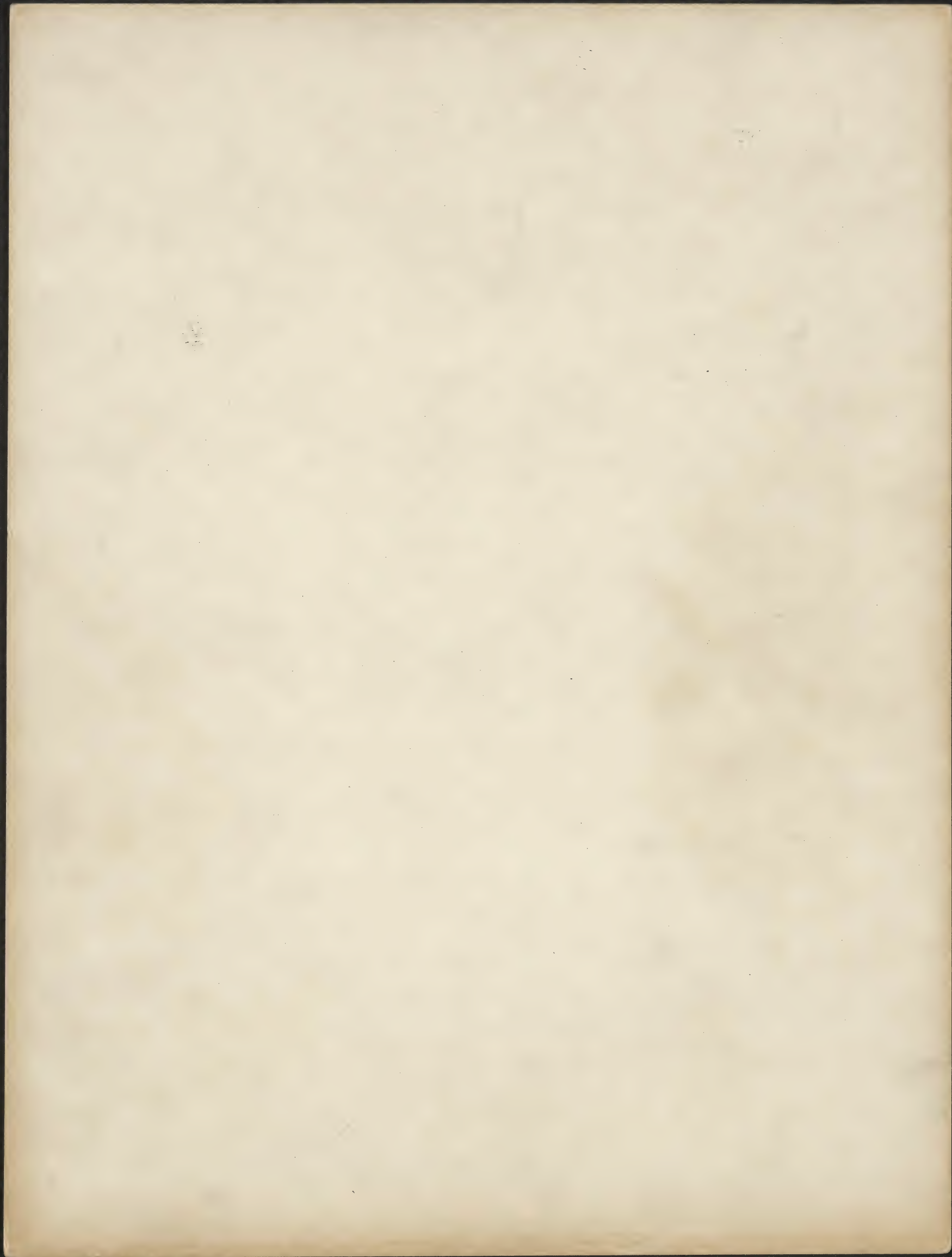


A B C D
E F G H I
J K L M
N O P Q
R S T U V
W X Y Z

NEW
YORK

PLATE 31

MODERN POSTER



A B C D E
F G H I J
K L M N O
P Q R S T
U V W X Y

a b c d e
f g h i j k
l m n o p
q r s t u
Z v w x y z &

PLATE 32

MODERN GOTHIC



A B C D E

F G H I J L

K M N W.

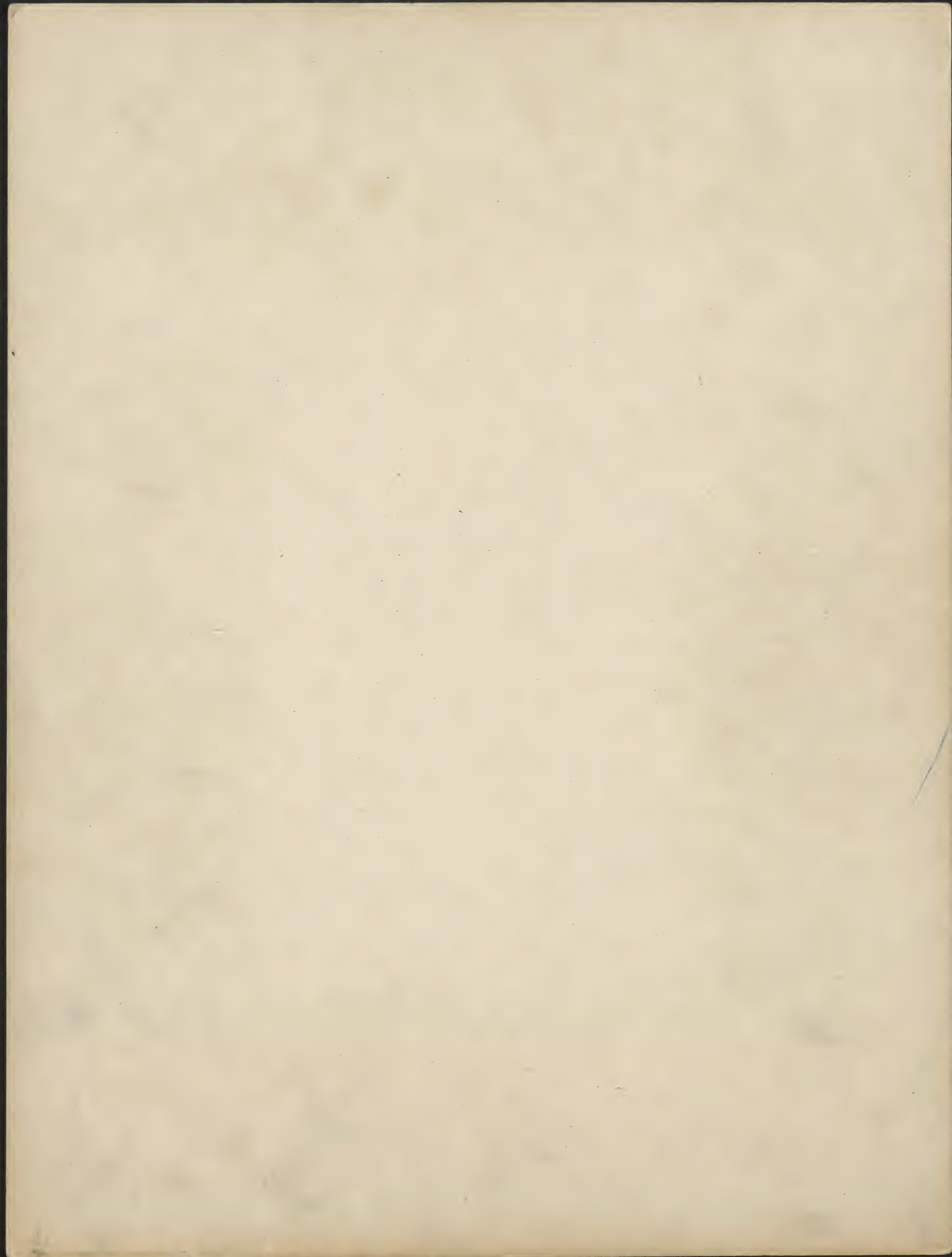
O P Q R Z.

S T U V &

Y X

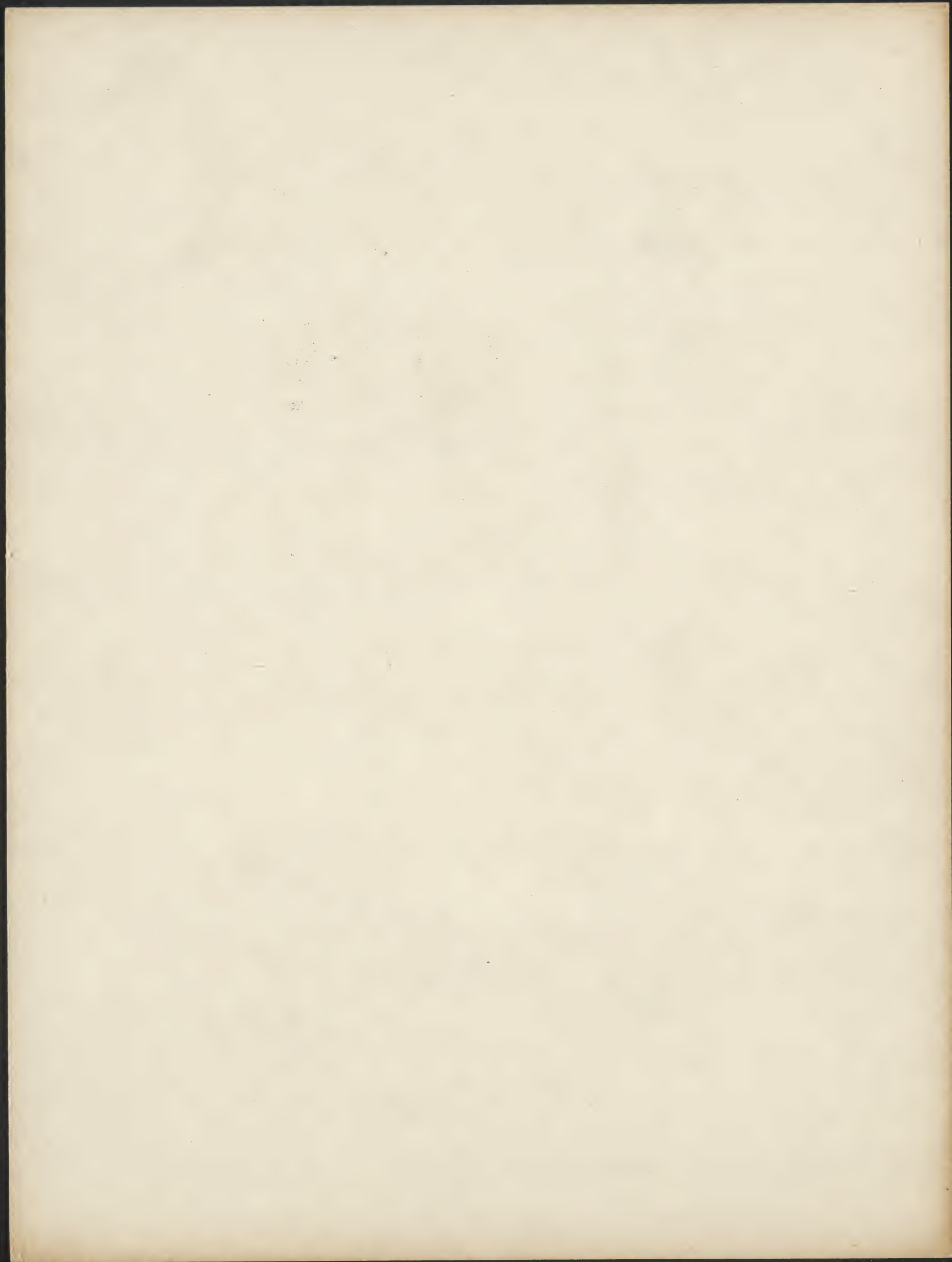
BOSTON

PLATE 33. MODERN POSTER.



a b c d
e f g h i
j k l m
n o p q
r s t u v
w x y z

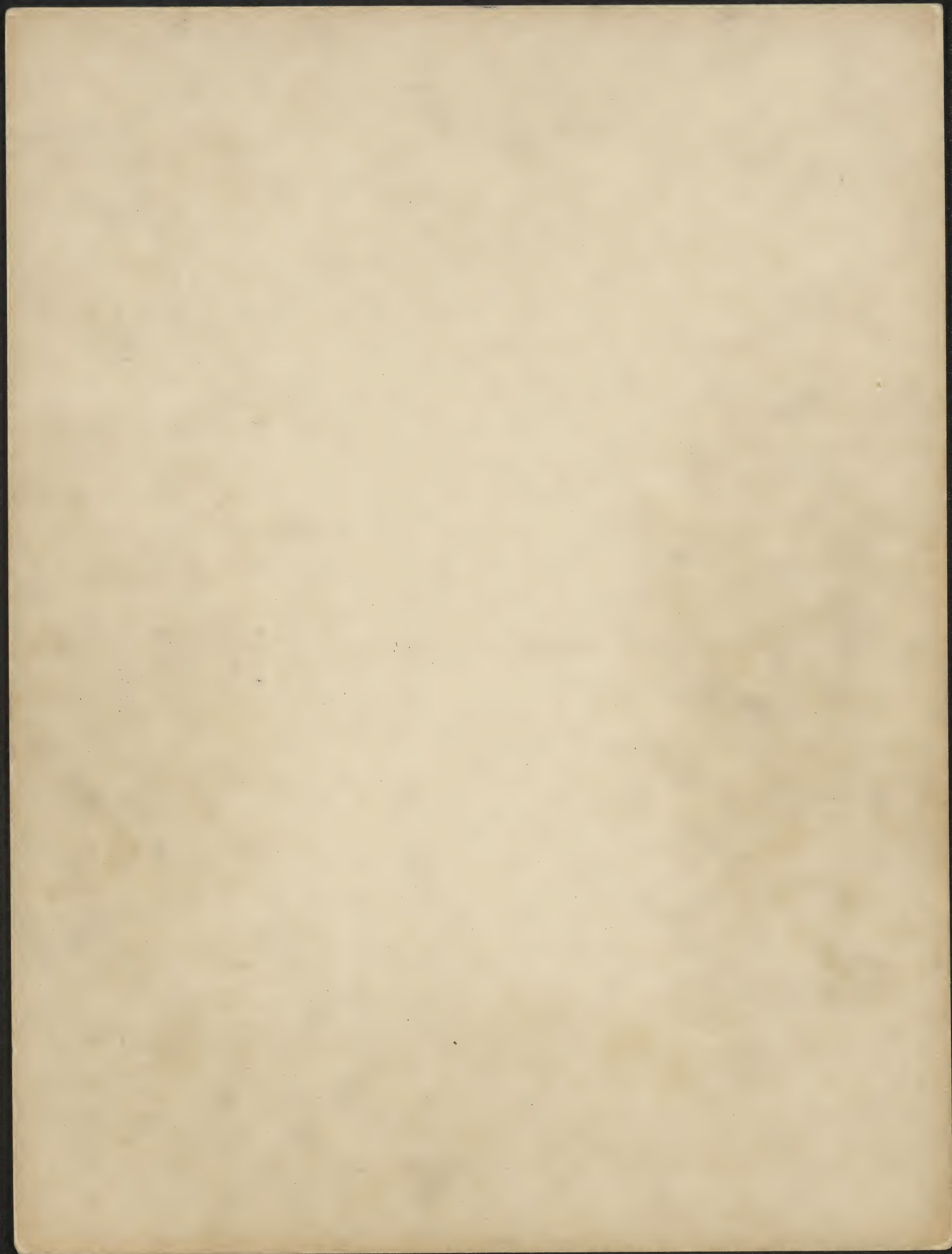
PLATE 34. SMALL LETTERS
FOR CAPITALS SEE PLATE 33.





A	B	C	D
E	F	G	H
I	K	L	M
N	P	Q	R
S	T	V	W
X	Y	Z	

St. Paul



a b c d e
f g h i j k
l m n o p
q r s t u
v w x y z

Albany

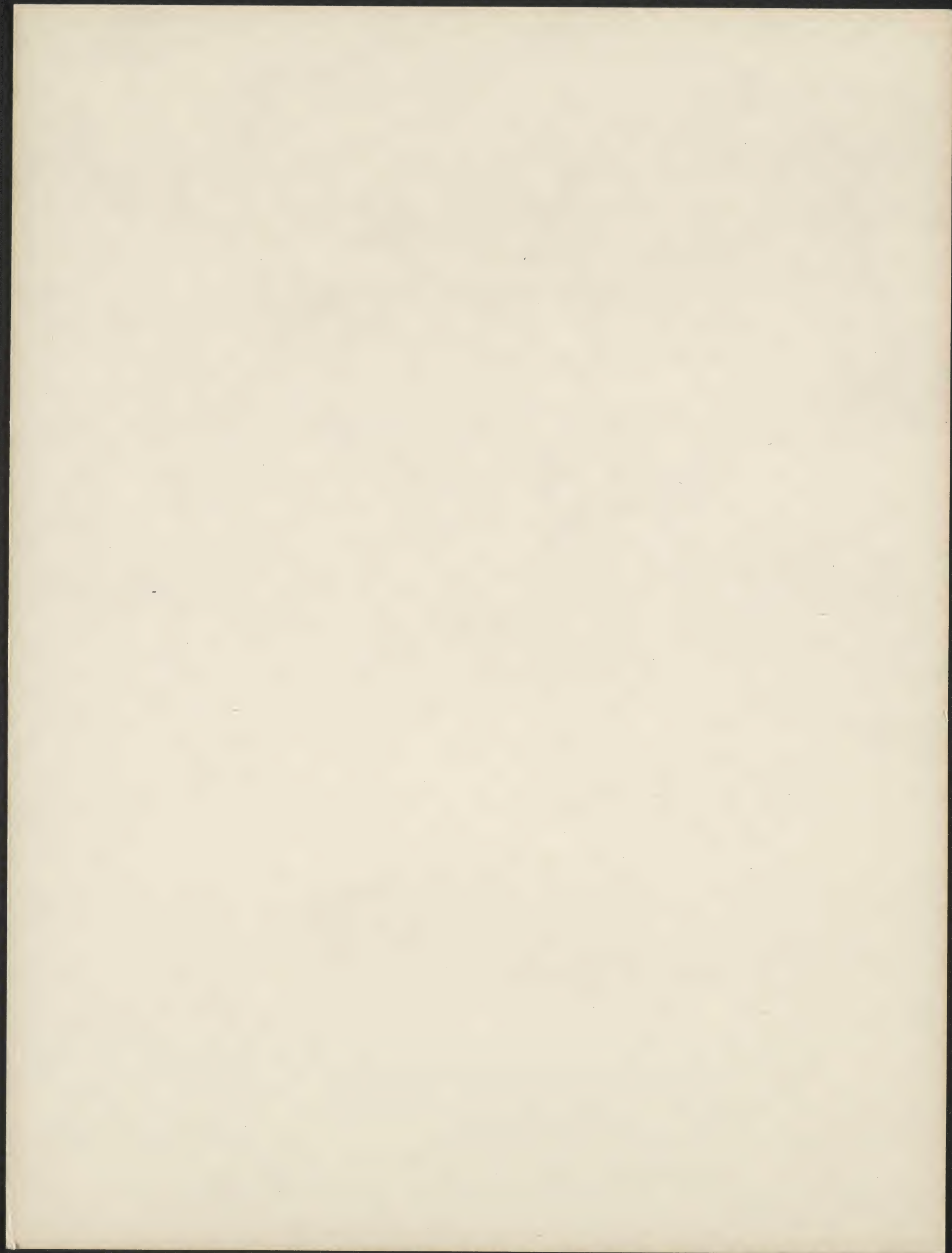
PLATE 37.

GOTHIC LETTERS





PLATE 38. LOMBARDIC GOTHIC LETTERS



1234567890

123456789

1234567890

1234567890

123456789

1234567890

123456789

123456789

123456789

PLATE 39.

NUMERALS



A B C D E F
G H I J K M
L N O P Q R
S T U Z X Y
V & W

a b c d e f g h i j k
l m n o p q r s t u w
x v y z

TORONTO



A B C D E F G H
I J K L M N O P
Q R S T U V W &
X Y Z

a b c d e f g h i j
k m n o p q r s t u

v w x y z

C I N C I N N A T I



LETTERING
CAN EXPRESS

Luxuriousness

Ecclesiastical

CULTURE

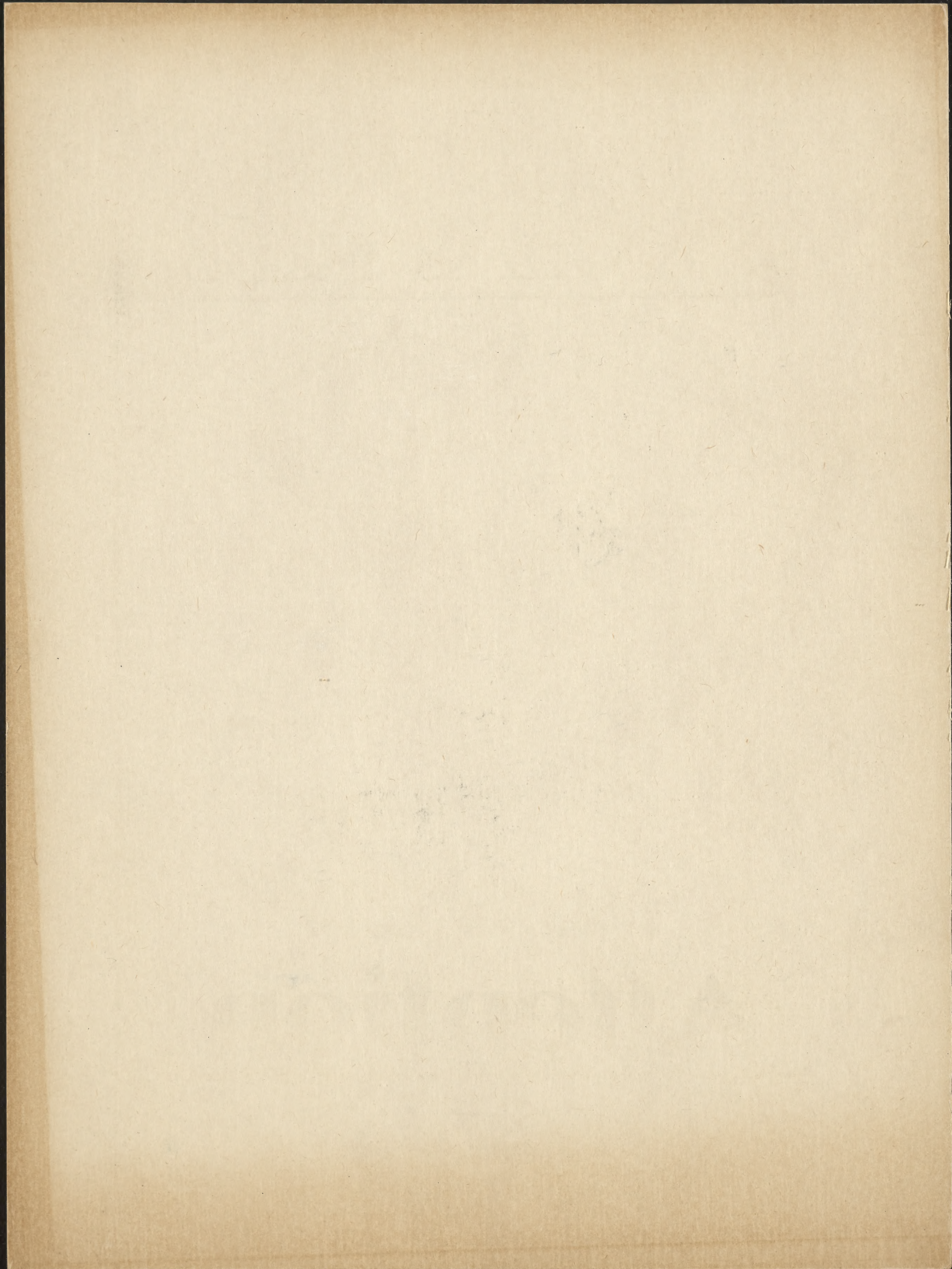
Uniqueness

Intimacy

FASHION

POWER

Attention



hgtab

CAP LINE

T LINE

WAIST LINE

BASE LINE

DROP LINE

"
1/4"
1/8"
3/8"
1/4"

h ASCENDER
SERIF

p DESCENDER

b BODY

t T LINE

f KERN

y WAIST LINE
BASE LINE
KERN -

SPACE

SPACE

3/4"

NAME

Correct spacing depends
upon the background areas
between the letters

These areas must be made
to appear equal in order to
give the desired effect

Letter spacing is not a mechanical
problem but demands critical judgment
on the part of the worker